

# Poster Presentations: Science and Art

## Your Trainers

Jean-Luc and Justin Lebrun are trainers with *Scientific Reach*, an organization that has helped scientists perfect their writing and presentation skills over the past 10 years at A\*STAR (Agency for Science, Technology And Research) and other overseas institutes. Justin holds a degree in Arts Management from Lasalle, College of the Arts, and is applying his expertise in visual communication to bridge the communication gap between scientists and their audience. Jean-Luc has managed research programs while working at Apple Computer in its Advanced Technology Research group for over ten years.

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## Course Synopsis

Poster presentations are an essential part of conference proceedings. Stage presentations may be the most sought-after way of networking and generating interest in your work; but an effective poster presentation would allow you to engage people on a **personal** level to identify collaborators and build your network.

This course covers an advanced understanding of the poster's role as a visual aid, and how it differs from a paper or oral presentation slides. In it, you will tackle the two most challenging aspects of poster presentations: how to design attractive posters, and how to engage a mobile audience.

The course covers basic design concepts such as colour choice, visualization and flow of information, but also concise writing and choosing what and how much to include. Unlike in an oral presentation, the audience is not tied to a room or a topic. They are free to walk away, interrupt, or disengage at any point. This course will apply the strategies used by curators in art galleries to effectively identify and engage different types of audiences.

## Target Participants

Designed for researches and postgraduates who attend conferences in the course of their work to convince, motivate, inform or seek collaboration.

## Course Structure

**Module 1:** Downsizing information to enhance interest and readability.

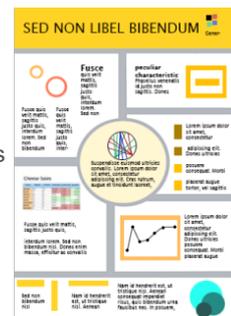
**Module 2:** Mastering design concepts to allow effective information flow through eye catching elements.

**Module 3:** Engaging a semi-passive audience.

**Module 4:** Dealing with difficult situations or people.

**Module 5:** Practicing learnt skills with trainers and participants.

*\*\* All participants will present the standard class poster. However, participants can still bring posters which they like critiqued during the class. These posters must be in powerpoint form.*



## Course Details

Date: 21 February 2019 (Thursday)

Duration: 1 day

Time: 9am – 5pm

Venue: Meeting Room 2  
Clinical Research Centre (MD 11)  
10 Medical Drive  
Singapore 117597

Fee: \$321.00 per participant  
(inclusive of course materials and lunches)

To register, please visit:

<https://itumed.nus.edu.sg/psu/registration/index.aspx>

*Registration is on a first come first served basis, with full payment.*

**Closing date is Friday, 18 January 2019.**

*Any cancellation or replacement has to be conveyed to the organiser in writing. There will be no refund in fees for cancellation notice received after 18 January 2019.*

**Limited to 12 participants**