



DELIVERING A POSTER PITCH?

A limited number of poster authors have the opportunity to present a short poster pitch during the conference. You can register your interest in presenting a poster pitch, during poster registration. You will be notified by the local conference organiser if you have been assigned a time-slot to make a poster pitch.

If presenting an oral presentation, you cannot also present a poster pitch.

Aim

The aim of a poster pitch is to highlight your work in **two** minutes and to deliver your key message so that people come to view your poster and discuss your work. It is **not** an ultra-short version of a research talk including introduction, materials, methods and discussion.

What is a good poster pitch?

Poster pitches are to be delivered orally (do not develop tailored slides); an image of your poster will be shown as you speak, for you to refer to.

Five key points

1. Develop a concise message
2. Include the poster title, poster number and where your poster is displayed
3. Why the question? (Pitch your subject, be original, get their attention)
4. What was found? (Make the audience curious; keep them "on the hook")
5. Practice, practice, practice; don't go over the 2 minute time limit!