The Celebration of Scholarship and Learning represents an opportunity for the entire Towson University community to recognize the accomplishments of Honors College students. For students presenting at the conference it is a valuable way to integrate experiential learning or academic and career plans, to share this knowledge with others, and to learn from the accomplishments of one’s peers.

The Celebration of Scholarship and Learning is held twice a year—once in early fall during Family Weekend and again typically in early March. The majority of Honors students who present posters during these events have recently completed an experiential learning experience for which they will earn Honors credit, such as conducting research, studying abroad, or completing an internship.

About Poster Conferences

• A poster presentation is an excellent way to gain valuable experience presenting your work to peers, faculty and conference goers one-on-one. Many students present posters at their first conference as a way to learn about the conference experience without some of the stress of giving a talk in front of a big audience.

• Don't be fooled though—poster presentations are hard work and should be prepared carefully and presented professionally.

• Poster presentations have the unique advantage of bringing you eye-to-eye with your colleagues so take advantage of this. Ask for suggestions, opinions, etc., not only about your research but also about your career. Professors, other students, and many of the parents in attendance are great resources.

• An academic poster is a summary of your research or scholarly or creative project in a visually engaging way. It must be academically sound, highlighting the context of your work (through photographs, maps, etc.), your methods, and results (with graphs, charts, photographs, etc.).

• The poster should be able to stand on its own as a clear, logical presentation of your work, without any explanation from you. Poster content should be typed.
• To do a poster presentation, you should prepare an “elevator speech” – a one to two-minute summary of your project that you could deliver to anyone during a typical elevator ride. Don’t wait for viewers to ask a question; say, “Would you like to hear about my experience?”

Creating Your Poster Using Towson University Computing Resources

• Use campus resources for designing and printing your poster. Campus resources for preparing your poster included poster templates from Student Computing Resources and a Poster Printing Guide for Students.

• Visuals enhance the effectiveness of your presentation. Think in terms of graphic impact. However, simplicity and legibility are more important than artistic accomplishments. Charts, drawings photographs, and other illustrations are encouraged.
  o A heading should be prepared for your presentation using lettering at least two inches high for the title of the presentation. The name(s) of the presenter(s), and their institutional/organizational affiliation(s) should also be included on the heading, but can be printed in a smaller font. You do not have to you the University logo, but if you choose to it can be found here.
  o All lettering should be easily legible at a distance of (4) feet.
  o Edit your poster carefully for typographic or grammatical mistakes and image quality before the final print-out (use the print-preview function)
  o This is an example of what the finished poster may look like.

• The Honors College will provide you with a 48” wide by 36” high trifold board to display your poster on a table during the conference.
  o You may stop by the Honors College office in 302 Stephens Hall Monday through Friday between 8:30 AM and 4 PM to pick up the board.
  o Boards will not be available on the day of the event, so please plan to pick one up before the event.

• Optional: You may prepare a handout or bring a sign-up sheet where people can leave their contact information if they would like additional information about your presentation.
  o These can be one-page summaries of the presentation including your name and contact information for those who have questions for you later. Prepare about 50 handouts. Alternatively, you may wish to instead provide a sign-up sheet to record the names and addresses of attendees who might want more information, reprints, etc. A table will be provided for you to place
handouts or other supplementary materials on. No duplicating facilities will be available.

- If you wish to bring electronic equipment to accompany your poster session, you must also bring a power source. No electrical outlets will be available for your use.
- Feel free to bring artifacts or items from your experience (common for study abroad presentations) to include on the table where your poster will stand.

**Recommended Online Resources**

- [Developing a Winning Poster Presentation](#)
- [Creating an Effective Scientific Poster](#)
- [Giving an Effective Poster Presentation at an Event](#)

**During the Conference**

- Please dress professionally (business casual is appropriate) and wear comfortable shoes since you will be standing during the conference.
- The table where you will be presenting will be numbered to correspond with the conference program, which will include your name and poster title.
- A few minutes before the poster session begins, you should stand in front of your posters but a little to the side.
  - Your body language should be open and inviting for people to stop when they walk by. A few cautions: This is no time to sit, eat, talk with friends or yell at people to look at the poster. You should remain open and smiling, inviting people with their body language to pause.
- Most conference attendees appreciate a summary because otherwise they would have to read dozens of long posters. This frees them from having figure it all out themselves. After your summary, offer to answer questions. If you don’t know an answer, admit it, speculate with the person, or ask what s/he thinks.
- As new viewers approach your poster while you are presenting your “elevator speech” or answering questions, be sure to make eye contact with the person and offer a smile to welcome them to the conversation.
- After summarizing the poster, you may offer a single-page handout with the poster title, author(s), information about your experiential learning experience and contact information such as an email address or provide a sign-up sheet where people can leave their contact information if they would like additional information about your presentation. This is not a requirement.
  - If you choose to provide handouts, 50 copies should be enough. You should also know that some attendees will simply ask for a handout and
keep walking; they are trying to get to many posters and will read the summary later.

- Be sure to speak loudly enough to be heard, slow enough that you think you are speaking too slowly, and without fillers like “um,” “uh,” “like,” “you know,” and “okay.” It helps to practice on your friends and family first!
- Judges will be scoring your poster on the quality of your poster and your ability to integrate the experience with your academic course of study or career goals.

**After the Conference**

- Be sure to update your resume with this presentation experience. The resource “How to List Conference Presentations in a Resume” outlines the steps to incorporating the presentation on your resume.