

**Massachusetts Conference on Volunteering & Service
June 4, 2009 - Best Western Royal Plaza, Marlboro**

Interested in sharing a program, something you've learned, an innovation or an idea? Do it through our Poster Presentations!

During the conference, those selected will leave their information available for others to look at in a leisurely way with no time parameters. You will need to bring your presentation on a foam board or 4-ply poster board (that can be either mounted on the wall or displayed on an easel), and have it set up before the opening session. You can have take-away materials (business cards, brochures, flyers, etc.) available if you like, but this is not required. You'll need to be able to break down your presentation and take it with you at the end of the day after the last workshop. No technology is available for these. This is a purely two-dimensional, tangible, science-fair-like presentation.

What exactly is a poster presentation?

A poster session advertises your innovation. It combines text and graphics to make a visually pleasing presentation. Typically, a professional poster facilitates showing your work to a large number of people. Posters will be displayed in one or several spaces that conference participants can visit at their leisure. As viewers walk by, your poster should quickly and efficiently communicate your information. Unlike the fast pace of a slide show or verbal presentation, a poster session allows viewers to study and restudy your information.

What kinds of things are perfect for this type of session? Anything that others might want to hear about, isn't big enough for an entire workshop but isn't small enough to keep quiet about!

- A new program you started this year or last year that has worked so well that you think others should replicate it.
- Data or survey results that are interesting for the field, an impact area, Massachusetts or a particular region.
- Creative uses of old resources. Recycling programs, innovative use of technology, etc.
- Creative use of staff or human resources. Job sharing, creative job descriptions, how to keep staff in economic downturns, etc.
- Volunteer recognition ideas. Everyone looks for ways to do this better.
- Anything else you can think of that you'd like to share.

How do you create a successful poster presentation?

Developing your poster's content may seem like a breeze. After all, you just have to cut and paste things you already have onto the board, right? Wrong! To be successful, a poster requires planning **how** you will depict specific information and providing text and graphics to capture your audience's attention. The final material that goes on a poster is quite unlike what most people generally write for other contexts. The poster session calls for much

more attention to visual impact than other forms of writing do. And the restricted space of a poster requires careful condensing of ideas that we would write about at length for other forums. Unlike other longer forms of writing, posters typically need to get right to the heart of the matter. Because viewers take only a few minutes to decide whether to study your poster in detail, you need to catch their attention and present the most important information and results of your work. Deciding what to include, then, is a key element in your poster's success.

To submit your proposal for a poster session: E-mail the information requested below to nweiner@mass-service.org. Please answer all of the following questions:

- A. Contact Person
 - a. Name
 - b. Title
 - c. Organization
 - d. City or Town
 - e. Daytime Phone Number
 - f. Fax Number
 - g. Email address

- B. Co-creator(s) Information
 - a. Name, Title, Organization, and City/Town for each co-creator.

- C. Title of the Poster Presentation (15 words or less)

- D. Short description of what the poster presentation will address for the conference registration packet (50 words or less)

- E. Target Audience (who will benefit from your poster presentation)

- F. Anticipated take-away from those reading your poster (please include any actual take-away information you'll include as well as explain what they will know that's new after seeing your presentation) .

Questions? Call Naomi Weiner at 617-542-2544, ext. 218.

Tips and hints: Find tips for how to create a dynamic, audience-grabbing poster session at <http://educ.queensu.ca/~ar/poster.htm>. This website can help with everything from colors and font sizes to what information you should include.