

Scientific poster design and presentation

Topic area:	Science communication
Format:	Online or in-house workshop
Workload:	Online: 4 x 2.5 h-webinars plus self-paced work on our learning platform; in-house: 2 workshop days
Trainer:	Karin Bodewits, Philipp Gramlich or Jo Richers
Target group:	PhD students and postdocs



Design effective scientific posters, practise your research pitch, and receive individual feedback – even after the workshop.

You've spent months or even years on your research. Now you have just a few seconds to catch someone's attention at a conference. Will your poster make them stop?

A successful scientific poster is much more than an attractive collection of graphs and text. It should spark curiosity, communicate your key findings, and invite people to discuss your research. Unlike a scientific talk, a poster presentation is a dialogue, not a monologue. This requires a different approach to both design and communication.

In this interactive workshop, you'll learn to design visually appealing scientific posters, communicate complex data clearly, and adapt your message to different audiences. You'll also explore how digital tools can make your posters more engaging.

But designing a great poster is only half the story! You'll also practise pitching your research, using storytelling techniques to engage visitors and turn poster presentations into scientific conversations.

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In this workshop, you'll learn about:

Scientific poster design

- What makes a scientific poster visually appealing and effective?
- Poster structure, layout, colours, typography, and visual impact
- Selecting and presenting scientific data clearly
- Creating compelling graphical abstracts
- Designing interactive posters using QR codes, recorded pitches, and digital engagement tools

Poster pitching and presentation

- Developing a clear and engaging poster pitch
- Using storytelling techniques to communicate your key message
- Adapting your pitch to different audiences and levels of scientific expertise
- Turning poster presentations into interactive scientific discussions
- Essential self-presentation and networking skills for conferences

Individual feedback

Receive individual feedback on your conference abstracts, graphical abstracts, and scientific posters – even after the workshop, when preparing for your next conference.