

**International Conference on Information Systems 2011
Poster Session, 12:00 noon-1:30pm, December 6, 2011**

Grand Ballroom, Shanghai International Convention Center

Poster Presentation Guidelines¹

The Poster Presentation session is designed to allow presenters maximum yet personal interaction with many attendees at one time. Presenters will stand next to their poster as attendees stroll around the meeting room searching for topics of interest. In order to attract attention, presenters need to have an exciting topic and a visually stimulating presentation where organization and clarity are critical. The presentation must catch attendees' eyes as they walk by and then be easily conveyed in a short time. After that, a more formal, detailed, one-on-one discussion can be conducted. The main goal for presenters is to stimulate informed discussion of your research. Below are some guidelines to help you achieve this goal:

1. The Poster:

This is essentially your presentation in LARGE TYPE format on display on a 1 meter high x 2 meter wide (3.25 ft x 6.5 ft) poster board (see below). You want to make sure that your presentation is easily readable from a short distance (e.g., 1 to 2 meters or 3 to 6 feet) and that it is eye-catching (use large fonts for keywords, use different colors for graphs/illustrations, etc.). **DO NOT POST YOUR ORIGINAL MANUSCRIPT!**

The poster board:



¹ These guidelines were shamelessly lifted and adapted from the Academy of Management 2009 website: http://meeting.aomonline.org/2009/index.php?option=com_content&view=article&id=43&Itemid=79, SIOP <http://www.siop.org>, and LCSC <http://www.lcsc.edu/ss150/poster.htm> websites.

2. Print:

Ordinary typewritten copy or carelessly prepared handwritten copy is UNACCEPTABLE. Type material on a bulletin (large size) typewriter or use a normal size typewriter or printer, double spaced, and photographically enlarge to the largest size stationery that you have available, e.g., 8"x14" or A3 stationery. It is suggested that you DO NOT use any larger size than this since it may be difficult to attach each poster piece to the display board.

3. Size:

The total size of your presentation must not exceed the 1 meter x 2 meters (3.25 ft x 6.5 ft) display surface.

4. Handouts:

Be sure to bring at least 25 copies of your original paper (these can be double sided). Have your papers readily accessible for attendees to pick up. If you run out of papers, take the business cards of the attendees interested in your work or write down their addresses. You can also bring some blank mailing labels to mail out your paper.

5. Presenting:

One or more of the authors MUST be present during the Poster Presentation session. The purpose of the Poster Presentation is to encourage informed participation and discussion among ICIS participants. If one author represents the entire team, that person should be capable of answering any questions concerning the presentation.

6. Equipment and Room set up:

We expect to have about 90 poster presentations. There will be about 50 poster boards (100 display surfaces) set up in rows of 5 to 10. Each poster-board surface will have the presentation title and presenter's name on it.

Each presenter will be provided with ONE side of a 1 meter x 2 meters (3.25 ft x 6.5 ft) poster board. Thumb tacks/push pins will be available although presenters are encouraged to bring their own thumb tacks/push pins or Velcro tape depending on their method of attaching their presentations.

7. Schedule and Timing:

The poster presentation session is scheduled for 12 noon – 1:30pm on Tuesday, December 6, 2011. Be sure to come early to your session as it will take a few minutes to pin up your presentation. You want to be ready as the attendees tend to arrive right at the start of the Poster Presentation session.

8. Some more helpful hints:

- In planning your presentation, draw a rough sketch of your presentation first. Remember the size should be no larger than 1 meter x 2 meters (3.25 ft x 6.5 ft). Graph paper and post-it notes may help you visualize where the components will go.
- Carefully edit your presentation to reduce cluttering and improve readability. Make sure every item is necessary.
- Use blank spaces to highlight or offset information. Place related materials such as photos accompanying text close together.

- Space your information proportionately. A good way is to divide your presentation either horizontally or vertically into three or four sections, and place materials within those sections.
- When choosing a background to frame your visual presentation, remember that neutral or grayish colors will be easier on the eyes than a bright color.
- Usually visual presentations are put up with tacks. You may decide to place Velcro tabs on the back of your presentation pieces and bring along a piece of 1 meter x 2 meters (3.25 ft x 6.5 ft) felt or other cloth to which you attach your pieces. This can make a visually more attractive presentation, and is easier to set up.
- Transport your Presentation to the meetings in a mailing tube or portfolio case.

9. Questions:

If you have any questions, please don't hesitate to e-mail either Peter Seddon (p.seddon@unimelb.edu.au) or David Phang (phangcw@fudan.edu.cn).