Pitt Business
Center for Supply Chain Management

Supply Chain Management Symposium Spring 2022 - Poster Competition

APPENDIX B: POSTER REQUIREMENTS AND BEST PRACTICES

Poster Requirements

1. A poster is a single slide on which you present your research, findings and recommendations.
2. You can create your e-poster using Power Point, Word, or any such package, but should submit it as a pdf file for Round 1 judging.
3. The aspect ratio for the poster should be 16:9 (the aspect ratio that is now the default in Powerpoint).
4. Use large enough fonts so people will not have to squint to read the material. Change the font size, color and emphasis, according to the importance of the underlying content.
   a) If we have an in-person competition, you will present your poster on your laptop. The judges will be standing a few feet away. The judges would all have been given you're the pdf of your poster, and will have a printout of your poster with them.
   b) If we have to pivot to a virtual setting, you will make your presentation on a Zoom-like video conferencing platform. Assume that the viewers will be using a 13-inch laptop on their end.
5. Please make sure that you are not using any copyrighted information (images, quotes, etc.) unless you have permission to do so.
6. Please include citations and acknowledge previous work as appropriate in your submission. These can be on your poster but small enough not to detract from your poster.
7. Creating the poster should be the student team's own work. The team may only receive general feedback on their work from others, including faculty advisors and friends. Students may use their prior/ongoing work and research for the poster but should cite it appropriately.
8. All participants will be assigned a Poster Number. This will be provided to you on or shortly after the March 1 deadline. No other identifying information (name, university information, location, etc.) should be in included on the poster.
9. All posters must have an accompanying abstract (maximum 250 words).
10. If your project involves the use of human subjects, please contact the organizers.
11. Please name your file as follows:
    • YourAssignedPosterNumber_CSCM_Symposium_2022.pdf

Poster Tips and Best Practices

12. Your poster should be constructed so that it presents the desired information in a self-explanatory manner.

13. Be sure to communicate why your topic is important to Supply Chain Management professionals, students, and faculty. This is the hook that will pull in an audience to look at your poster.

14. Keep your poster simple and brief. A poster is not a place for a term paper to be displayed page by page. Instead, develop a storyboard with panels on your poster that tell the story and communicate your findings.

15. Organize your poster using headings, such as "Introduction," "Key Research Question," "Background," "Major Findings," "Community/Business Impact," and "Recommendations" or "Conclusions", "References," etc. These headings will help establish a logical flow to your poster.

16. Make your poster visually appealing. Have fun. Be creative. Incorporate color. Use photographs, graphs, charts, maps, and the like. Simplify charts and figures to include only relevant information. Be attentive to the layout and placement of your materials.

17. Ask others for feedback before you finalize your poster. Give it your best effort and it will reflect well on you.

18. If you are selected for the final round, remember that you will have a limited amount of time with the judges. Make your pitch, but reserve time for the judges' questions. Anticipate the most likely questions and develop your best answers in advance. Other Symposium participants may also "visit" you to look at your poster.

19. You may wish to collect names and contact information for anyone interested in receiving more details about your poster.

20. Enjoy your interactions with the judges and symposium attendees. They appreciate your effort, and they look forward to learning about your topic and meeting you!