

# **LIVES Doctoral Program,**

## **How to make a scientific poster?**

*Mme Nadja Schnetzler*

**Geneva, Switzerland, September 11, 2012 (first group)**

**Geneva, Switzerland, September 12, 2012 (second group)**

## ■ ■ General information

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**Dates:** September 11-12, 2012

**Location:** Unimail  
University of Geneva  
Boulard du Pont d'Arve, 40  
CH-1211 Geneva 4

**Costs:** Participation, lodging and meals are free of charge for speakers and registered participants.

Participants will be reimbursed for transportation costs at the rate of the ½ CFF/SBB fare in 2<sup>nd</sup> class.

A poster is an important mean for researchers and scientists to exchange information of their work at conferences, seminars and meetings. A scientific poster is more detailed than a presentation which is directed by the presenter, but provides less information than a paper. If the poster is used in an interactive session the presenter can learn as much from the viewer as the viewer from the presenter.

Within the course students define the target audience and work on the content that should be conveyed via the poster. They will hear about the essential elements to be included and define their own work addressing motivation, objectives, methodologies/ approach and expected results.

This is followed by basics on poster composition, structure and layout including flow of reading, use of colours, fonts, sizes, headings, paragraphs and pictures.

Participants will also be introduced to software programs for poster design and requirements for professional printing.

The course will be completed with exercises on presenting a poster: selling and marketing the doctoral project and oneself in a clear and quick way.

Objectives:

- Participants have the knowledge to convey their message and know how to design a poster.
- Participants will be able to present their scientific outcome using a poster for use at conferences, seminars or workshops.

## ■ ■ Schedule, September 11 or 12, 2012

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**8h30-10h00** Workshop

*10h00-10h15 Coffee Break*

**10h15-12h00** Workshop

*12h00-13h30 Lunch*

**14h00-15h30** Workshop

15h30-15h45 Coffee Break

## 15h45-17h00 Workshop

### ■ ■ List of speakers

Formation taught by Nadja Schnetzler. She has a Master in Journalism and is one of the leading capacities in Innovation Management and Ideation in Europe. Her book “The Idea Machine” (Wiley) is used as a standard of innovation management in many corporations. She is the co-founder of BrainStore, an innovation company in Switzerland (now [www.gotomorrow.com](http://www.gotomorrow.com)) and has just started her own venture that helps artists with positioning and communication. She is an accomplished trainer in topics such as innovation, communication, agile project management or storytelling.

### ■ ■ Coordination of the ProDoc LIVES

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### ■ ■ List of participants

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