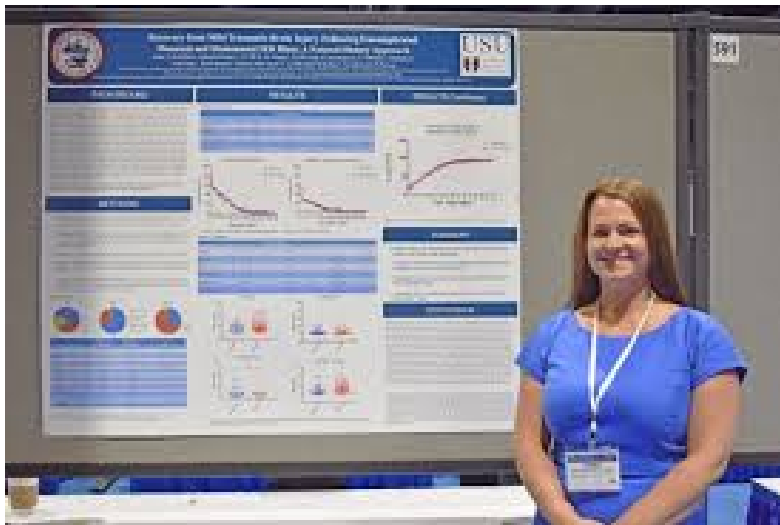


# CREATING EFFECTIVE POSTERS

## Description of Workshop:

Most research posters at conferences or in university hallways seem to defy common sense: from two steps away, passersby can't read anything—assuming they even get past the over-crowded layout. Posters are not magnified one-page papers. This lecture thus discusses how to create more visual posters that get attention, facilitate navigation, and convey messages through strict selection, careful phrasing, and effective layout.



## Communication Expert, Jean-luc Doumont

An engineer from the Louvain School of Engineering and a PhD in applied physics from Stanford University, Jean-luc Doumont is the lead instructor for most of our training projects: he enjoys nothing more than standing in front of a group of grad students or professionals, challenging everything they thought they knew, provoking or facilitating a discussion, structuring their thoughts, sharpening their skills, and, importantly, arousing enthusiasm.



Jean-luc  
Doumont

Monday, September,  
17th

7:00 pm to 9:00 pm

HILER THEATRE  
WALC 1055

Monday, September 17<sup>th</sup>  
7:00 pm to 9:00 pm

