Getting the most from your ESERA contribution

1 Define Your Intended Outcome

Are you:

- Sharing finished work?
- Looking for feedback?
- Seeking help on work in progress?

Be clear about your goals early in the presentation.

2 Plan Your Content

- Share only what's essential – don't present your entire paper.
- Use a 'road map' or clear structure.
- Limit text on slides – slides are prompts, not full scripts.
- Clearly state why your audience should care.

3 Consider Your Audience

- Recognize their varying levels of expertise.
- Adjust content accordingly.
- Engage them: Polls, questions, interactive elements.

4 Use Interactivity

- Examples: Hands-up polls, Think-Pair-Share, Mentimeter, Padlet, QR codes, sticky notes.
- Makes the presentation engaging.
- Helps you actively receive feedback.

5 Presentation Style

- Practice multiple times.
- Relax and enjoy the process.
- Stick to the time (plan to finish before your time runs out).
- Prepare questions in advance; consider pre-printing materials.

6 Finish Strong

- End with a summary slide of key points.
- Provide QR codes for references/literature.
- Include contact details for further engagement.

EUROPEAN SCIENCE EDUCATION RESEARCH ASSOCIATION ESERA 2025 Copenhagen

Interactivity Methods

Interactivity Method	Suggested Uses	Benefits	Drawbacks
Padlet https://padlet.com/	Poster: Gather detailed input, specifically if you will not be present at your poster. Workshop: summarise group work Talks: included in the summary slide for participants to leave feedback	- Receive detailed feedback that will be easy to review later - Customisable to suit your goal - Useful if you will not be standing by your poster	- Takes time to fill in responses - Can limit the discussion
Sticky notes / push pins	Posters: gather quick notes from your audience Workshops: allow for easy collaborative work summaries	- A fun way to draw people to your poster - Allows the audience to interact with your work in a hands-on way	- Takes up space on your poster - Unpredictable engagement
Printouts / QR code downloads	Posters/workshops/talks: You may wish to print out: transcripts of (GDPR safe) data, further details of the study, handbook, advertisement leaflets	- Allows for you to include details that could not be included in the original presentation/ poster/ workshop - Provide interested audience members with something to take away and read at their leisure	- Requires pre-planning and estimates of interest
Props	Poster/workshop/talks: Show the audience some interactive elements or demonstrations	- A quick way to gain interest - Shows the substance of your work	- Takes up luggage space - Limit the number of people who can interact with it
Hand-raise poll	Talks/workshops/seminars: Find out what percentage of your audience knows a certain term/method	- Quick - Engages everyone in the audience if	- Does not allow for detail and nuance
Metimeter https://www.mentimeter.com/	Talks/workshops/seminars: Gather a variety of information from your whole audience. Word clouds / multiple choice /	- Easily gather and present information from everyone in a large group	- Requires an internet connection and phone - Can take time to set up
		- Multiple different formats and styles for input	- You may have to switch between platforms during a presentation.
Think, Pair, Share	Talks / workshops : Give the audience a question and ask them to first think by them self about their answer, then discuss with the person next to them, and then you can ask a few pairs to share what they discussed. Note: With time limits, you may choose to use a subset. E.g “Think, share”, “Think, pair”, “Pair, share”	- Allows for personal reflection, group work and sharing of results. - Gives time for participants to engage with the topic - Everyone has to get involved	- Takes time
Group Discussion	Workshops / seminars: Provide a clear goal/topic/question for groups to discuss (you may want to use padlet/menti for each group to summarise their discussion)	- Allows for in-depth discussion and collaboration between peers	- Takes time

General Visual Principles

Category	Guideline
Visual Aids	Use visual aids strategically to support storytelling Avoid decoration and clutter.
Grid	👍 Use 3–4 columns for posters, 1–2 for slides Maintain layout consistency
Colour	👍 Use 1–2 base colours Use supportive colour sparsely, to draw attention Aim for high contrast Avoid red-green combos (accessible design) Avoid coloured/image backgrounds Use RGB for digital (additive), CMYK or RGB for print (subtractive, printer dependent)
Text	☹ Avoid data dumps 👍 Slides: max 6 bullet points, 7 words per line 👍 Posters: 100 words/section.
Typefaces	Prefer one font family with variants Use bold weights for titles, regular for body Avoid display fonts. Use monospaced fonts only for code.
Typeface vibes	Serious: Sans-Serif; e.g. Lato Modern: Serif e.g. Garamond Futurist: Geometric (👍 avoid for body text), e.g. Futura
Alignment	👍 Prioritise left-aligned text. Use negative space wisely. Be cautious with justify Hyphenation; more readable without Make sure your language is set correctly
Graphics	Bitmap = pixel (JPG/PNG/...), preferred for photographs Vector = scalable (SVG/EPS), preferred for graphics, charts Use only relevant visuals.
	Tables = precise comparisons Graphs = trends 👍 Use X for cause, Y for effect.
Software	Use whatever works 👍 PowerPoint is not primarily a design tool.
Pixel manipulation	Adobe Photoshop GIMP (Open-source)
Vector manipulation	Adobe Illustrator Inkscape (Open-source)

(Slide) Design Principles

Phase	Guideline
Plan	Define audience, purpose, venue, key message
Sketch	Low-fidelity drafts to storyboard layout and hierarchy
Design	Apply contrast, alignment, repetition, proximity (CARP) Prioritise clarity and chunking
Refine	Use feedback and rubrics Simplify visuals and language 👍10-second readability rule
Share	Prepare an elevator pitch Include QR codes/contact info Anticipate audience interaction
Iterate	Repeat this process multiple times Ask for peer feedback

Category	Guideline
Content Strategy	Add title slides Add summary slides after sections
Animations	Use animations/progressive reveals sparingly and only to aid clarity
3D Effects	👍 Avoid 3D effects, 2D is more readable
Slide Ratio	Default to 16:9, but keep content in 4:3 zone for readability and venue constraints Avoid putting important information at the bottom, which might be harder to read
Text “Rules”	👍 Max 6 bullet points per slide, 7 words per line.
Slide Design Software	Microsoft Powerpoint Google Sheets Apple Keynote LibreOffice (Open-source) LaTeX Canva

Poster Design Principles

Category	Guideline
Format	A0 portrait (ESERA25)
Titles	Use large, visually dominant titles
Text	Minimise text. Max 100 words per section
White Space	Maximise white and negative space
Visuals	Use visuals that can be read from a distance Avoid clutter
Snapshot	Posters should provide a snapshot of research for a passing audience
Reading Pattern	Align layout with reading pattern (top-left to bottom-right)
Logos	Keep logos small
Multimodality	Posters are multimodal: design for visual + oral presentation
Presentation Practice	Practice extensively Redesign poster based on test presentations if needed
Typography	👍 Body text: 24–30 pt. Title: 32 pt+
Distance Readability	👍 Poster should be readable from 2 meters.
Final Check	Squint test: Check what elements stand out at a glance. Ask an uninvolved colleague for feedback.
Poster Design Software	Adobe Illustrator / InDesign Canva LaTeX Inkscape (Open-source) Scribus (Open-source)
Preprint poster tools	Pdfposter (https://tinyurl.com/pdfpostertool) Adobe Acrobat (Open a PDF > Print > Choose "Poster" under Page Sizing) PosteRazor (https://posterazor.sourceforge.io)

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Credits

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