

What is the goal of Poster Sessions?

- Show your latest work
- cooperations/ jobs
- Connect to scientists
- **New ideas via inspiring conversations**

BUT

- Most people just walk by, looking only seconds!

WHY:

- Content is hard to grasp
- Time investment to high
- Poster is not inspiring questions

Know your audience: What matters to them?

Which conversation would you like to trigger?

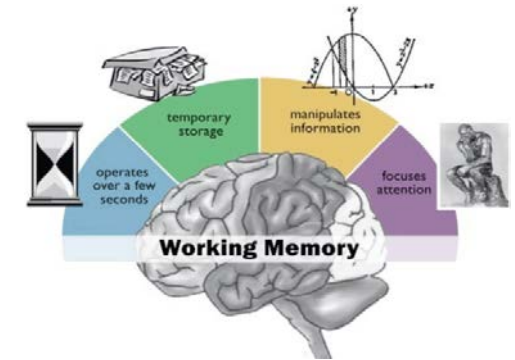
Bring your research question to the point: in a few words and plain english.

Are you **happy** with your experience in Poster Sessions ?



Cognitive Psychology

Bottleneck working memory: humans can process only 5 to 9 new **chunks** of information.



Advice:

Minimize cognitive load!

Free mental capacity to start thinking – and discussing.

Minimize the interaction cost.

Maximise information scent.

Sources:

<https://science.hzbblog.de>

[viral video of Mike Morrison on](#)

[#betterposters](#)

[On limited capacity of the working memory](#)