

## MTB State Summit Poster Session

We all can appreciate that innovation is everywhere, but finding opportunities to productively share our ideas with a ready audience are few. The hope is that organizations represented at the MTB State Summit take the opportunity to share an insight that would benefit everyone.

If you were to Google “poster session” you’d find a bunch of academic stuff including abstracts, methodology, data, recommendations etc. That’s not what we’re after for the MTB State Summit.

The idea behind using poster format is that we often find ourselves limited on time, but with a lot of innovation share. Using a poster format allows a lot of ideas into the room in a short amount of time, and affords everyone a chance to isolate specific ideas that interest them most.

The goal is to inspire new ideas and to develop networks with others attempting to employ similar ideas/solutions. The poster session will make up most of the information exchange and networking of day one at the summit.

The details:

- After building your poster at home, send us the file. We’ll have it printed and ready for your arrival
- Your best option to set up a poster is with Power Point - see instructions below
- On Tuesday afternoon, you’ll be asked to stand at your poster to answer any questions folks may have
- We’ll split up the session a bit so everyone isn’t stuck at their poster

Keep a few things in mind as you prepare:

- Words are effective, but should be used as efficiently as possible (keep the word count to under 400 for the entire poster)
- Images are worth how many words? Pie charts, graphics showing trends, photos, maps, helpful links, etc. can all make a big difference
- What topics make for good posters?
  - Your organization’s membership model and a few key items that make it special
  - Organizing your state by local chapters
  - Any platforms you use to partner with other organizations in your state or region
  - Creative fundraising
  - Ideas you have for setting up benefits for members
  - Unique trail day management strategies

- Board development

Poster Instructions (don't get bogged down in these instructions – building a great poster is fairly straight forward)

There are instructions for creating what's called a "single sheet" or "strip" poster using Microsoft PowerPoint. Please arrange your poster to be 54" wide x 36" high

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### Setting up PowerPoint

**Note:** These instructions might vary a bit among versions of PowerPoint.

First, open a new file and choose the blank page as your layout.

To design a large poster, you must tell PowerPoint how large the paper is. You can do this by going to the **File / Page Setup** menu -- just enter the width and height you want, within the limitations given above. It should choose Portrait or Landscape automatically, based on the height and width you enter.

Once you've done this, press **OK**. PowerPoint may complain that the size exceeds that of the current printer -- just say **OK** to continue -- we'll deal with this later. You should now be facing a blank page in the appropriate dimensions. If the rulers are turned on, you'll see that it's the size you asked for.

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### Creating Your Poster

You can treat this extra large page just like a PowerPoint slide -- write text, import things, create graphs and so forth. The difference is that for all but the largest font sizes, you will have to zoom in on the section you want to work with. Depending on which version of PowerPoint you have, zooming in may cause a "Slide Minature" to appear -- this gives you an overview of your page. There's really no difference between what you've done before on standard sized slides and what you can do here -- there's just more space to do it on.

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## Printing a Small Version

To see how your poster will look, you can actually scale it to fit on a standard 8.5x11 inch sheet of paper. I recommend that you do this:

- It's a good way to view the poster without wasting a huge sheet of paper
- If you can't read it on the 8.5x11 page, your font is too small
- It makes a great handout for later

To scale to 8.5x11, go to **File / Print**:

**PC:** Make sure your regular printer is selected. At the bottom of the dialog box is a checkbox that says **Scale to fit paper** -- check it and go.

**Mac:** In the dialog box, you will see a pulldown menu on the left hand side, a line or two down. It probably says **General**. Click on that and select the pulldown item that says **Microsoft PowerPoint**. Look for the box that says **Scale to fit paper** and check the box. Then continue with your printing.