



# Making a poster for a conference

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Before starting with a poster it is helpful to have a clear idea of what you would like to present and also which is your **target audience**. Having decided on your target audience before starting with writing is very important. In this way you can decide how many technical details you should add and how much background knowledge you can assume. If you don't do this before writing then it is most probable that your poster will be written for someone with your knowledge. This is because you will not have a clear idea of your target reader, hence you will assume that the reader understands what you understand.

A second important step before starting with writing is to have decided on the structure of your poster. If you immediately start writing then it can happen that your poster loses cohesion and structure. You can give a clear structure to your poster by making a plan of what you are going to present.

This questionnaire will help you identify your target group and give a clear structure to your poster.

## Questions

1. Which is your target audience?

2. What does your audience already know?

3. Which is the main idea you want to convey?



4. Why can this idea be interesting for your audience?



5. What are you going to present in order to convey your idea to the audience?  
*(Indicate the main ideas you are going you are going to present on your poster in bullets)*

