21., 22. & 28.09.2026, 09:00-12:00

Online Workshop

Mark Edwards
Secrets of Impactful Poster Design and Presentation

Content:
A guide to the essential steps of designing and presenting a powerful poster. What has visual impact – and what to avoid. Practical, easy-to-apply tips to create a professional standard of output. Integrating the principles of visual communication to poster design, and the course leader's recommendation for easiest software to learn. How to prepare yourself to deliver your messages clearly and at different levels of depth. Tips for speaking, being noticed in a busy presentation space and making an impact.

Content in brief:

- Starting right: writing and editing the text to provide a powerful focus
- Essentials of visual logic
- Finding the optimum layout. Principles of 'Grid Design'
- Software tools: Powerpoint techniques and brief top tips tutorial
- Use of Imagery: What works, and what doesn't – with many examples
- How to test the poster and obtain feedback
- Presentation tips - How to: Keep it brief but relevant; Summarise and close; Read your audience; Make the most of the opportunity.

Methods:
Lively mix of Design theory and practical techniques, software tutorial, discussion, live exercises and group evaluation work

Workshop language: English

Please note:

This workshop is conducted in two phases: 21. & 22. September are tutorial and practice days, with the focus on design. One week later, 28. September, is our 'mini-conference' - a chance to practice presenting your poster in a realistic online scenario, with feedback from the group and the trainer.

Please register until September 7.

Zoom link shared after registration