



# The Short & The Sweet: Your Next Conference

Resource Guide ● 2025

## Welcome to our Conference Series Resource Guide!

Learn how to design effective posters and presentations, gain confidence talking about your research during poster sessions, and understand what makes an efficient and compelling abstract. Please explore these essential tips, guidelines, and resources to find material useful to you. This guide is presented to you by:



Institute for Clinical and  
Translational Research  
UNIVERSITY OF WISCONSIN-MADISON



Marshfield Clinic  
Research Institute



Department of Family Medicine  
and Community Health  
UNIVERSITY OF WISCONSIN  
SCHOOL OF MEDICINE AND PUBLIC HEALTH

See what consulting resources these institutions have to offer listed at the end of this guide.

[ICTR's Science Editing Services](#)

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## Posters for Conferences

### General

[How to make a successful scientific poster](#)

[How to make an academic poster](#)

[How to write an eye catching title for your scientific poster that will attract visitors](#)

[Best examples of scientific posters](#)

[Next Generation Scientific Poster](#)

[How to make your scientific poster an interactive pdf](#)

[How to design an award winning conference poster](#)

[How to write a story from your research for posters](#)

[Make your presentation 22 times more memorable](#)

[Data storytelling the essential data science skill everyone needs](#)

[Making data mean more through storytelling](#)

### Design

[Fonts - Best Practices](#)

[Color Scheme](#)

[Poster Design Principles & Tips: From Font Sizes to Color Contrast](#)

[Figures and Tables](#)

[UW Design Lab Tips and Tricks](#)

[Need help picking a color scheme? Use Material Palette](#)

[How to design a colour blind-friendly scientific poster](#)

[Best Color Palettes for Scientific Visualizations](#)

[10 Essential Guidelines for Colorblind Friendly Design](#)

### Poster Presenting

[Effective Poster Presentations](#)

[How to deliver an engaging scientific poster presentation, do's and don'ts](#)

### UW Resources

[UW Madison Library - Poster printing](#)

[UW Design Lab](#)

[UW Writing Center Poster Presentations](#)

[School of Nursing, poster resources and templates](#)



# Presentations for Conferences

## General

## Design


[Latest annoying Powerpoint survey results](#)  
[Conference presentation slides: A guide for success](#)  
[Create a Conference Presentation](#)  
[High impact conference presentations](#)  
[The Power of Storytelling in Presentations: A Guide to Captivate Your Audience](#)  
[How to Start a Presentation: 5 Strong Opening Slides and 12 Tricks To Test](#)  
[How to end a presentation](#)  
[Ten tips for an engaging presentation](#)  
[6 essential tips for creating an effective conference presentation your audience will love](#)  
[Rethinking Presentations in Engineering and Science](#)  
[Comfortable Viewing Distance for Text on Presentation Visuals 16:9 screens \(widescreen TVs, monitors & projectors\)](#)  
[From data to visualization](#)

[Best practices for designing presentation slides](#)  
[The Golden Rules of Presentation Design](#)  
[Create better conference presentations slides](#)  
[Presentation font size](#)  
[18 Presentation Design Tips For Success](#)  
[Powerpoint design](#)  
[Data visualization and chart types](#)  
[Accessible data visualization design](#)  
[Powerpoint animation](#)  
[10 Essential Guidelines for Colorblind Friendly Design](#)  
[How to pick more beautiful colors for your data visualizations](#)  
[Best Color Palettes for Scientific Visualizations](#)



# Abstracts for Conferences

[Create a conference presentation](#) *\*see preparing your conference presentation\**  
[UW Writing Center: Writing an Abstract for Your Research Paper](#)  
[Springer Nature: Titles, Abstracts, & Keywords](#)  
Scaletta et al. (2019): "Reasons for rejection of abstracts" - [doi:10.1016/j.ajic.2018.09.022](https://doi.org/10.1016/j.ajic.2018.09.022)  
[Qwilr: How to Write a Conference Proposal That Shines](#)  
[Enago Academy: How to Write a Winning, 3-Part Conference Proposal](#)  
[University of Manchester: Academic Phrasebank](#)  
[Writing an Abstract for a Conference Presentation](#)  
[How to write a good abstract for a scientific paper or conference presentation](#)



Services

## Need assistance?

See what related services **MCRI** has to offer

We are a centralized, shared resource in the Marshfield Clinic Research Institute (MCRI) established in December 2017 referred to as ORSP. We provide essential resources to support research and community outreach within Marshfield Clinic. Our mission is to enrich research and health outcomes by creating a dynamic administrative environment open to helping those engaged in medical sciences and community outreach.

### Areas of support:

- [Sponsored Programs](#) (Internal, Federal, State, Private Foundations and Industry Sponsored funding)
- [Research Integrity and Protections/Human Subjects in Research](#)
- Scientific Writing, Publication and Editorial Assistance
- Administrative oversight for MCRI program initiatives ([ICTR](#), [WiNHR](#), [Scientific Review Committee](#), [Communication Committee](#), [Summer Internship Program](#), [Post Doctoral Program](#), [IFRA](#))
- [Research Navigation](#)
- [Clinical Medicine & Research](#) - A peer-reviewed medical research journal published by Marshfield Clinic Health System

For writing support, our [Scientific Writer, David Puthoff](#) (they/he), is available at any stage in the research process. Whether you need feedback in the ideas and drafting stage or the revisions—or anywhere in-between—David is a highly experienced writer with a small research appointment to better assist you! Email them at [puthoff.david@marshfieldresearch.org](mailto:puthoff.david@marshfieldresearch.org)

### General resources

[MCRI's George E. Magnin Medical Library](#)

[MCRI Research Mentor](#)

### MCRI login required

[Office of Scientific Writing and Publication](#)

[Marshfield Clinic Style Guide](#)


[MCHS Document Control System](#)

[Publication Reporting](#) – all published research must be entered here!

[Division of Health Equity, Diversity, and Inclusion](#)

[Internally Funded Research Award](#)

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## Need assistance?

See what related services **ICTR** has to offer

[ICTR's Science Editing Services](#)

We have a dedicated editor that will help strengthen and clarify your scientific documents by providing customized developmental and structural edits to meet the specific needs of your documents. Documents include manuscripts, grants, protocols, and other materials. Editing improves materials, but does not guarantee success. Request a consult [here](#).

### The scientific editor can help:

- Correct grammatical and typographical errors
- Improve sentence structure, paragraph organization, and flow
- Strengthen the scientific significance and impact
- Refine the language
- Identify inconsistencies
- Improve formatting and headings
- Reduce word count

[ICTR's Research and Protocol Development Program](#)

A well-written clinical research protocol is critical to successful study execution, regulatory compliance, participant protection and data integrity. We provide individualized developmental support with the goal of improving the quality of investigator-initiated clinical research and reducing the time from study conception to conduct. Request a consult [here](#).

**Complimentary services are available to faculty planning an investigator-initiated clinical research study (therapeutic, non-therapeutic, interventional and/or observational):**

- Consultations specified for your project
- Suggestions for assistive services, with meetings attended by the navigator (if preferred)
- Scheduling service for Studio—a meeting to gather experts for advice
- Guidance on study design
- Assistance editing clinical research protocols
- Identification of appropriate protocol templates that fulfill Institutional Review Board (IRB) requirements for your study

[ICTR's Recruitment & Retention Resource Center](#)

The Recruitment & Retention Resource Center is here to aid investigators and study teams in fulfilling enrollment goals and timelines through multifaceted strategies and collaborative consultations. Our free consultation service incorporates recruitment, retention, and engagement guidance from members of the **Collaborative Center for Health Equity, Multisite Research Networks**, and **Dissemination & Implementation Launchpad**. Request your free consultation [here](#).

**We can help you with:**

- Planning for recruitment & retention
- Revising participant-facing materials
- Increasing diversity, equity, inclusion, and accessibility
- Engaging participant populations
- Navigating available resources

[ICTR's Multisite Research Services](#)

The Multisite Research Team provides free consultations to investigators and study teams preparing and conducting multisite clinical trials. We advise teams on grant preparation, assist with site identification, and provide research resources. Request your free consultation [here](#).

**Additionally, our team offers trial implementation services for the non-UW trial sites, including:**

- Administrative Coordination & Project Management
- Protocol Design Assistance
- Site Selection & Management
- Regulatory
- Site Training & Study Start-Up
- Subject Accrual

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**Short & Sweet Committee**

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