

A DIFFERENT PRESENTATION TECHNIQUE; VIDEOPOSTER

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ABSTRACT

Scientists mainly use a few presentation techniques to share their work with their colleagues during congresses and symposiums. Each method of presentation has advantages and disadvantages. To combine the advantages of each presentation technique, a new presentation type “videoposter” was conceived. Videoposter possess maximum possible audiovisual presentation features without any time limitation. Several posters have been presented at different congresses since 2007 using the “videoposter” technique, and they received many poster awards. The videoposter presentation is able to display any video or a slide show or hundreds of pictures continuously throughout timeframe required. Initially, a portable DVD player was used in the videoposter presentation. Subsequently, a digital photo-video frame was favored instead of the DVD player, and the digital frame was put in a white box and hanged on the front side of the poster. Thus the montage was completed in more practical way than before and an esthetical appearance was achieved by virtue of the white box in front of the poster.

Key words: congress, science, poster presentation, oral presentation, videoposter

INTRODUCTION

Presentations are produced in various forms to be submitted for participants' review in convention facilities or halls. Oral and poster presentations are the most preferred applications (Bozdag, 2008). Recently, in parallel with the technological advancement, video presentations appear more frequently in the congresses (Hoagg, Elterman and Macneily, 2006). These three presentation techniques possess comparative advantages and disadvantages against each other. Besides having the advantageous aspects of the above mentioned presentation techniques, “videoposter” is the novel approach developed to transfer information in a simple, aesthetic, and economic way. Videoposter presentation technique enables continuous transfer of visually enriched information to the participants. In the first application a space in the size of a picture was cut at the front side of the poster, so a small window was opened. A portable Digital Video Display (DVD) player was fixed within the special pocket prepared on a foam layer and placed at the back side, on a level with the window. Finally the poster was tightly fixed onto the front side of this foam layer. When installation was complete, DVD player was switched on and the pre-recorded operation was displayed successfully (Bozdag, 2008). Subsequently, small modifications regarding installation technique was made. First of all, instead of the foam layer at the back side, wooden slats were used. The slats were mounted so that a frame was arranged at the back of the poster, in the way to hide the DVD player, and also to ensure the poster hang on straight. Transportation of the slats in the poster box provided great convenience, but still installation was taking a long time unnecessarily. Thus DVD player was replaced with a digital video photo frame, which was thinner and lighter compared to the DVD player, and was fixated onto the back of the poster with a sticky tape. In this way, installation was shortened and simplified. On the other hand, even though digital video-photo frame was small and thin, it caused small irregularities on the front side of the poster. In the last practice, digital video photo frame was mounted at the front side of the poster, and in this way the best aesthetic appearance was achieved in the shortest montage period thus far (Fig. 1, 2). In this paper, videoposter presentation technique and the last modifications regarding installation will be discussed.

METHODS and PROCEDURES

In the last application, a small white box was prepared for the digital video-photo frame. The front side of the white box was left open to show the screen. Operation or any video record was loaded into portable memory stick, then memory stick was inserted onto digital video photo frame. Digital frame and the portable memory stick were placed into the white box. Adhesive paste was applied to two rear lower corners of the white box, and nylon thread was bound to two rear upper corners. White box was placed on the poster, and gently pressed, so that adhesive paste fixed box to the poster. Nylon thread bound the white box to the poster stand, for stabilization (Figure 3). Duration of the video display was planned for maximal five minutes, and continuous re-starts were ensured. For audible displays, a headset was attached to the frame.

RESULTS and DISCUSSION

Congresses are scientific events in which new information is shared, and latest innovations are discussed (Desbiens, 2008). In congresses, presentations may be performed with different techniques. One of these techniques is oral presentation that can be supported audio visually with rich content and video displays, which makes it advantageous. Oral presentations are considered more valuable than other presentation techniques, and are highly competitive while limited numbers are selected among the contributed applications. However, presenting within a certain time period to a certain group of audience may be disadvantages of oral presentations. The second technique is poster presentation. The study is printed on a cardboard and hung on a stand in a poster hall. The text and the visual materials such as pictures and graphics should be placed within certain dimensions. Compared to oral presentation, much more poster presentation can be accepted and generally displayed throughout the meeting. Longer presentation period may be considered as an advantage of a poster, on the other hand limited visual support is certainly a disadvantage (Bozdag, 2008). Recently, “video presentation” began to appear more often in the congresses, particularly with the aim of displaying surgical procedures (Hoagg, Elterman and Macneily, 2006). For this purpose, a certain number of screens are prepared and selected videos are displayed on these screens. So, participants can watch the video at any time during the congress. However, it is not possible to allocate a separate screen for each video. Therefore, many videos should be displayed on limited number of screens, which may be considered as a disadvantage, because participants may encounter difficulties in selecting the requested video among many others. Expensive infrastructure required for this technique should be mentioned as a disadvantage, which ultimately increases overall cost of the congress.

The unique presentation technique possessing the advantageous features of the above mentioned techniques, and is capable of transferring information in a simple and economic way, without any time limitation is “videoposter” presentation technique (Bozdag, 2008). As an aesthetic and economic presentation technique, videoposter can easily catch the attraction of the participants and transfer the information, even the video of a surgical procedure, with a rich visual content, throughout the congress. In audible presentations, one can plug in the headphones and follow the presentation without disturbing other participants. Since first introduction in 2007, videoposter presentation technique has been widely used in many congresses worldwide (Bozdag, 2008). The materials used in the first application are replaced with lighter and more aesthetic materials in time. In the last application, a white thin box is used. Digital photo frame is placed in this box, and then positioned at the front side of the poster. By this modification, cutting a window on the poster is not required. With this application, the screen can be located anywhere desired on the poster. In the first applications, positioning the screen at the level of the cut area was problematic. Also the video player placed at the rear caused some irregularities on the front surface of the poster. In the last application, placing the white box to the front side of the poster resulted in much more aesthetic appearance (Figure 4). Installation period decreased to a few minutes. Installation is completed very easily. Five minutes lasting video presentations ensured the participants who missed the beginning of the film to wait for the re-start. The videoposter presentation lasted throughout the congress. Continuous display of the video raised great interest and attracted the attention of the participants among dozens of other posters in the hall.

CONCLUSIONS

As a conclusion, any available presentation technique other than videoposter presentation should not have the opportunity to transfer such an extensive information in such a long period of time at the congresses. Since 2007, videoposter presentation technique is the optimal solution to share the information in a practical, efficient, and economic way.

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Figure 1. Digital Photo Frame Placed in a White Box

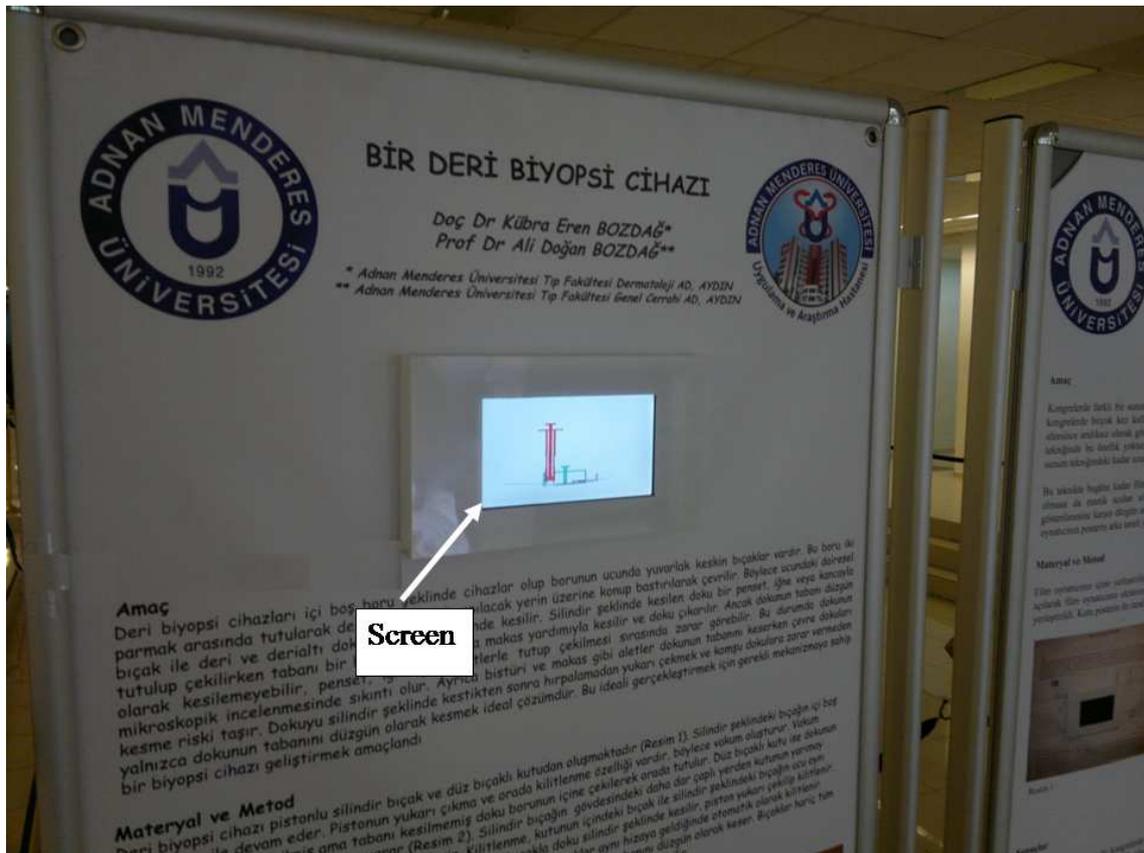


Figure 4. Videoposter in the Poster Area

