



Networking • Skill Building

UTC Graduate Student Leadership Development Seminars

Preparing an Effective Conference Poster

Stacy Schnettler & Mary Beth Kegley

Monday, November 25, 2019 • 4:00 p.m. PST • 7:00 p.m. EST

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In this informative discussion, you will learn the dos and don'ts of creating conference posters that are visually appealing and that effectively communicate to your audience. Learn layout guidelines, techniques, and tips that will make your poster stand out and provide easy talking points and highlights.



Mary Beth Kegley is a multimedia designer who uses graphic design to help researchers and teams at Virginia Tech Transportation Institute (VTTI) communicate their findings in a clear and purposeful way that supports the advancement of transportation through innovation.

Mary Beth believes that when we implement the brand consistently, we communicate in a cohesive manner that expresses our point of view clearly and authentically.



Stacy Schnettler is a graphics designer with the Visual Media team of TTI Communications, where she provides assistance to TTI and clients in graphic arts, visual media, and visual enhancement of presentations.

Ms. Schnettler has expertise in Adobe® InDesign, Photoshop, and Illustrator as well as other software applications. She has working knowledge of the printing process, having previously worked for a print company.

