



# Revolutionizing presentations: The POSTRAL method, A novel approach to effective communication

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**ABSTRACT:** In the era of digital transformation, the traditional methods of presentation are undergoing a significant shift. On 11.03.2025, R.P. Dwivedi and A. Arunachalam from ICAR-CAFRI, Jhansi have coined the new term "POSTRAL" to describe a novel presentation method. The term, POSTRAL, a hybrid presentation method, is a ground-breaking approach which combines the benefits of both POSTER and ORAL presentations methods. This article delves into the concept, features, and advantages of the POSTRAL method, highlighting its potential to revolutionize the way we communicate complex information.

**Opinion**

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Effective communication is the cornerstone of scientific progress, innovation, and knowledge sharing. Presentations play a vital role in conveying complex ideas, research findings, and innovative solutions to diverse audiences. However, traditional presentation methods have limitations, such as environmental concerns, space constraints, and time management issues. To address these challenges, the POSTRAL method has emerged as a novel approach to presentation. In a scientific and academic gathering, in majority of the cases only two methods of presentations in the form of scientific activities are popular *i.e.* Poster and Oral. Choosing the right method helps ensure audiences understand the message and inspires the desired action to achieve objectives. In this opinion article, a new term "POSTRAL" is elaborated, which is economical and time-saving method to present information in a professional manner. POSTRAL, a new term coined, is a hybrid presentation method which combines the benefits of both POSTER and ORAL presentations. Postral is environment friendly and economical. The Postral, is an innovative way to present ideas, research, or products in a concise, engaging, and sustainable manner.

### What is the POSTRAL Method?

The POSTRAL method is a hybrid presentation approach that integrates the benefits of poster and oral presentations. The term "POSTRAL" is derived from

the words "POSTER" and "ORAL." This method involves presenting information on a single digital slide, using a computer, and engaging with the audience through oral communication.

### Key Features of the POSTRAL Presentation Method

- 1. Single Digital Slide Presentation:** The POSTRAL method uses a single digital slide to convey information, eliminating the need for multiple slides and reducing visual clutter. This is limited to one PowerPoint.
- 2. Digital Presentation:** The presentation is delivered using a computer, making it easy to share, update, and access.
- 3. Oral Communication:** The presenter engages with the audience through oral communication, facilitating a two-way interaction and promoting discussion.
- 4. Environmentally Friendly:** The POSTRAL method reduces paper waste, minimizing its environmental footprint.
- 5. Space-Efficient:** This method requires minimal physical space, making it ideal for conferences and meetings with limited venue capacity. Requires less space compared to traditional posters.
- 6. Time-Saving:** The POSTRAL method is concise and efficient, allowing presenters to communicate complex information within a short timeframe.
- 7. Economical:** Saves costs associated with printing and transporting posters.

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**8. All-Weather Proof:** Not affected by weather conditions.

#### **Advantages of the POSTRAL Method**

**Enhanced Engagement:** The POSTRAL method combines the visual appeal of posters with the interactive element of oral presentations, increasing audience engagement and participation. 2. **Improved Clarity:** The single-slide format forces presenters to distill their message into a concise and clear format, ensuring that the audience grasps the key points. 3. **Increased Accessibility:** The digital nature of the POSTRAL method makes it easy to share presentations with a global audience, promoting knowledge sharing and collaboration. 4. **Cost-Effective:** The POSTRAL method eliminates the need for printing and transporting posters, reducing costs and minimizing logistical challenges. 5. **Enhanced Sharing:** Facilitates easy sharing and distribution of presentations.

#### **Potential Applications of the POSTRAL Method**

**Academic Conferences:** The POSTRAL method is ideal for research presentations, thesis defenses, and academic meetings. 2. **Business Meetings:** This

method is suitable for company updates, product launches, and marketing presentations. 3. **Workshops and Training Sessions:** The POSTRAL method is an engaging format for instructional content and skill-building exercises. 4. **Science Communication:** The POSTRAL method can be used to communicate complex scientific information to diverse audiences, promoting public understanding and engagement.

The POSTRAL method is a novel approach to presentation that offers a range of benefits, from enhanced engagement and improved clarity to increased accessibility and cost-effectiveness. As we navigate the complexities of the digital age, the POSTRAL method has the potential to revolutionize the way we communicate complex information, making it an essential tool for academics, professionals, and science communicators alike. Overall, POSTRAL method offers a unique blend of conciseness, interactivity, and environmental sustainability, making it an attractive presentation format for various contexts. This innovative approach to presentations has the potential to revolutionize the way we share information and ideas.