How2 make an interactive poster in MS PowerPoint

What is an interactive poster?

An interactive poster is one where the audience can click on parts of it to find out more. So it's not just a static poster that is good to read, but which doesn't really do anything. It's a poster that allows the audience to explore more information than that displayed.

Software that can build an interactive poster includes MS PowerPoint. Although this is presentation software, it can also be used interactively by linking other slides to the main slide with a hyperlink.

This How2 will explain how to use the internal linking features of MS PowerPoint to make your poster more interactive.

Using links in MS PowerPoint

Open up MS PowerPoint and start with a blank slide. Click **New** and choose **Blank Presentation**. If the slide you then get has title boxes on it, click on these to delete them so your slide has absolutely nothing on it.

I am going to create my phishing email example on the slide, so I insert a text box and then type in who the email is from. Once I have text on the slide, I can insert a hyperlink. Highlight the text, and then click on the Insert tab on the top toolbar and select Hyperlink.
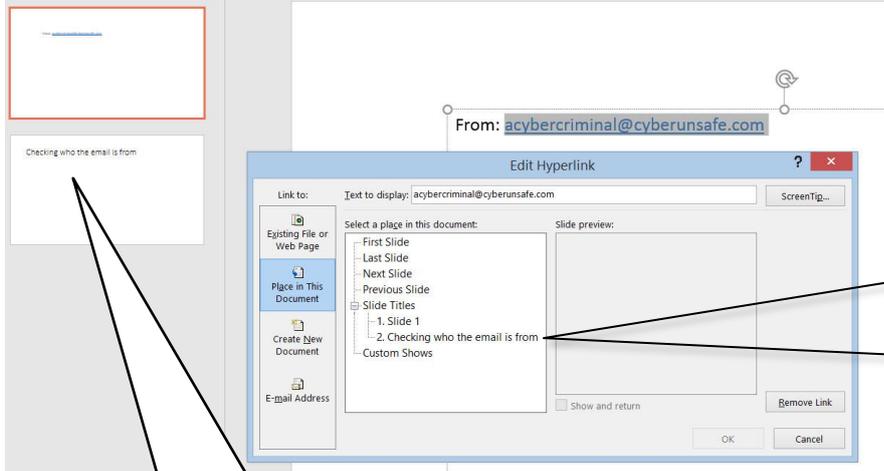
In the Edit Hyperlink menu, you can choose to put in a link to an existing file or webpage, or to a place in this document. Click on the second option and you can see that you will be able to link to another slide in this presentation.

From: acybercriminal@cyberunsafe.com

The best way to do this, to keep everything in one document, is to create a new slide for every link. So if you want to explain to your audience about what they should look for in the 'from' line – to make sure the person who sent the email is someone they know and/or trust – you will make a slide with that information on.

Planning your poster

- You can plan your poster in advance, thinking about each link you are likely to need, and create all the slides beforehand.

- Or you can create your linked slides as you go along, for each new important feature of your email.

- The next feature you focus upon could be the email subject. Usually phishing emails have something eyecatching as the subject (remember this could be trying to play into your natural curiosity or your desire to help or to win). So this could be the next hyperlink.

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Here I have created the slide I need for the 'from' information, and it appears now in the list of places in the document. I can link to it by selecting it.
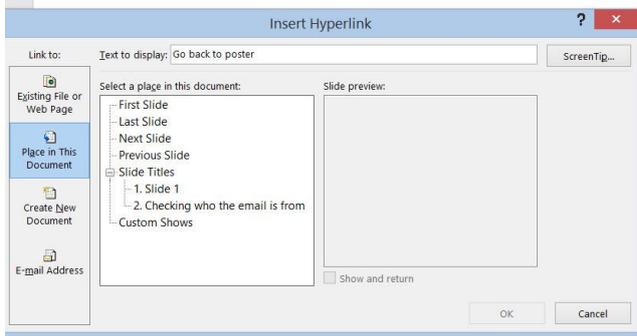
The slide I have created appears as slide 2 in my slide list on the left of the PowerPoint window.

Making sure your audience can get back to the poster

You have to make sure your audience can get back to the poster from the hyperlinked slide. You can easily do this by using a text box as the link back to the poster…

Checking who the email is from

- Phishing emails usually come from people you don't know

Use the 'Go back to poster' text as the link. Highlight it, click on Insert>Hyperlink and then select 'Place in This Document' to find the poster slide (slide 1 in this case).

Go back to poster

Don't forget, this is a poster so you can make it much more attractive than my black and white slides here! Add some images, if you can, and some colour to make it work as a poster.

When you have finished, check the user journey – that anyone clicking on the interactive features can easily get back to the poster.