Australian National University

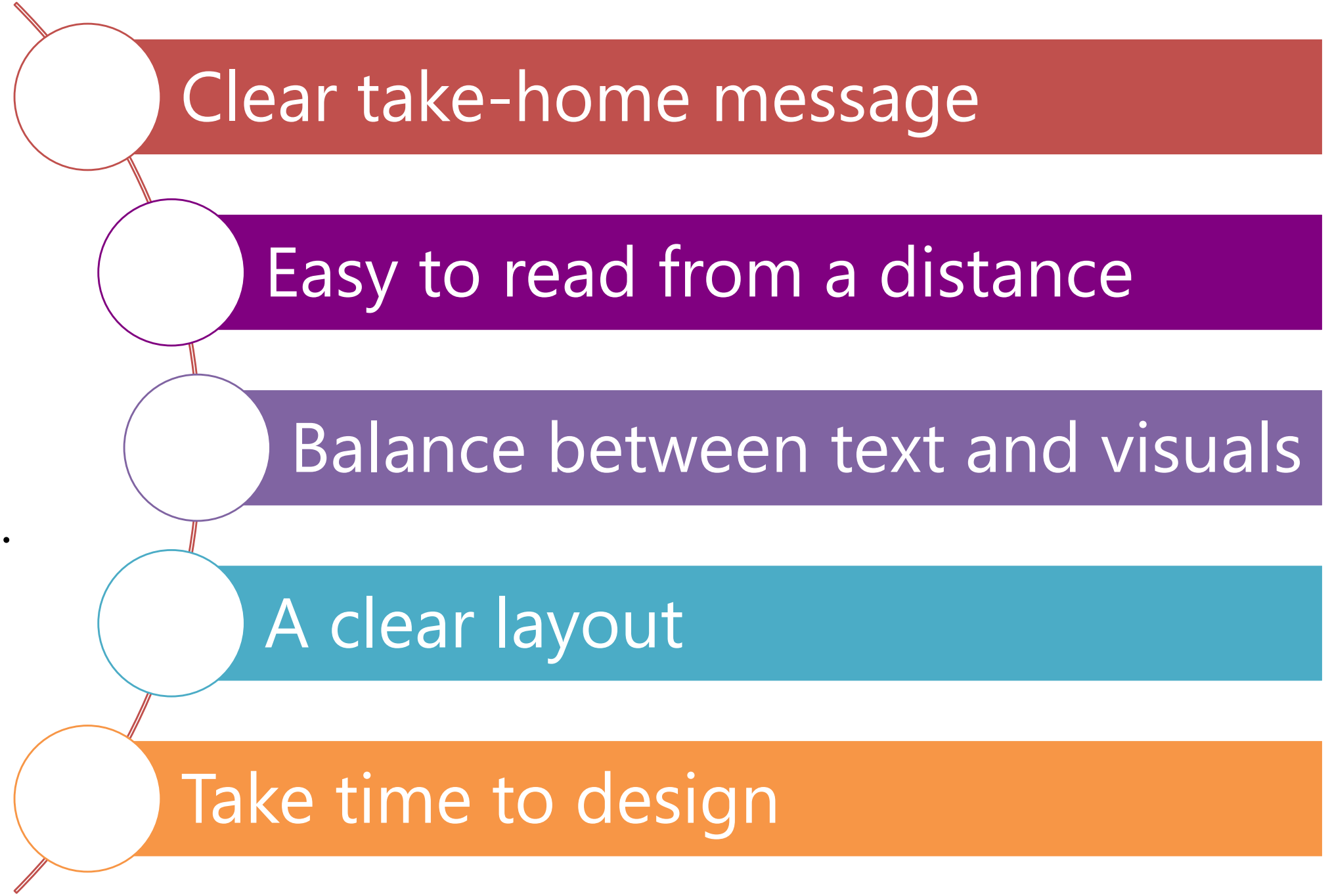
Developing effective posters

ANU Academic Skills

Activity: sample posters

- As a group, gather around one sample poster at a time and discuss:
  - What do you like about this poster?
  - Is it easy to look at?
  - Is it easy to read from a distance?
  - What is the key message? Is it clear?
  - Does it contain any concepts and/or methods that are unfamiliar to you? Are they sufficiently explained/defined?

Good posters…



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Where to start

- Ask yourself:
  - What's the purpose of my poster?
  - Who is it for and what will they be interested in?
  - What would I like feedback on?
  - How can I make it stand out from the crowd?

Poster purpose

- To communicate in visual form, important information about your research and why it matters
- Posters play an important role in:
  - Disseminating your research at conferences
  - Helping you to network with other scholars
  - Attracting interest and feedback on your research

Remember, most people spend very little time looking at posters…

1

Read the instructions to work out key requirements (e.g. poster size, word limit, formatting etc.)

Work out your key message/finding and significance

Think about how you can communicate this message visually

Plan and design layout on paper first

Then use computer to implement your ideas – what computer software to use?

Your key message determines

- How you will structure your poster
- What information to include and leave out
- The fewer words you use, the better!

O⁶-Benzylguanine Inhibits Tamoxifen Resistant Breast Cancer Cell Growth and Resensitizes Breast Cancer Cells to Anti-Estrogen Therapy

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Abstract

Endocrine therapies using anti-estrogens are least toxic and very effective for breast cancers, however, tumor resistance to tamoxifen remains a stumbling block for successful therapy. Based on our recent study on the involvement of the DNA repair protein MGMT in pancreatic cancer (Clin Cancer Res. 15, 6087, 2009), here, we investigated whether MGMT overexpression mediates tamoxifen resistance. Specifically, we determined whether administration of MGMT inhibitor [O⁶-benzylguanine (BG)] at a non-toxic dose alone or in combination with the anti-estrogens (tamoxifen/fulvestrant) curtails human tamoxifen resistant breast cancer cell growth. Further, we also determined whether BG sensitizes breast cancers to tamoxifen using tamoxifen resistant cells.

MGMT expression was found to be increased in breast cancer cells relative to normal breast epithelial cells. Also, MGMT levels were significantly higher in tamoxifen resistant MCF-7 compared to the parent cells. Silencing of the ER-α expression using a specific siRNA resulted in augmentation of MGMT mRNA and protein levels by 2 fold. We also observed an inverse correlation between MGMT and p53 levels in breast cancer cell lines; moreover, p53 downregulation was accompanied by increased MGMT expression. Other experiments showed that BG alone or BG in combination with tamoxifen or fulvestrant decreased ER-α expression, whereas tamoxifen alone and fulvestrant alone increased and decreased the same respectively. However, all these treatments increased the $p21^{Cip1}$ mRNA and protein expression significantly. BG inhibited tamoxifen resistant breast cancer growth in a dose-dependent manner and it also resensitized resistant breast cancer cells to anti-estrogen therapy (TAM/ICI). These combinations also enhanced the cytochrome C release and the PARP cleavage, indicative of apoptosis. In breast cancer xenografts, BG alone or a combination of BG with tamoxifen or fulvestrant caused significant tumor growth delay and immunohistochemistry revealed that BG inhibited the expression of MGMT, ER- α, ki-67 and increased $p21^{Cip1}$ staining. These findings suggest that MGMT inhibition may provide a novel and effective approach for overcoming tamoxifen resistance.

Introduction

Recent advances in breast cancer research have identified key pathways involved in the repair of DNA damage induced by chemotherapeutic agents. The ability of cancer cells to recognize DNA damage and initiate DNA repair is an important mechanism for therapeutic resistance and has a negative impact on therapeutic efficacy. A number of DNA-damaging alkylating agents attack the nucleophilic O^6 position on guanine, forming mutagenic and highly cytotoxic interstrand DNA crosslinks. The DNA repair enzyme O^6-alkylguanine DNA alkyltransferase (AGT), encoded by the gene MGMT, repairs alkylation at this site and is responsible for protecting both tumor and normal cells from alkylating agents. MGMT is expressed constitutively in normal cells and tissues. In breast tumors, MGMT gene expression is elevated and levels are up to 4-fold higher than in the normal breast. Interestingly, it has been shown that tamoxifen accelerates proteasomal degradation of MGMT in human cancer cells. In 1991, Pegg, Moschel, and Dolan observed that O^6 benzylguanine (BG) inhibited AGT and potentiated the cytotoxicity of both chloroethylating agents and methylating agents. In a series of important observations, they fully characterized the interaction between BG and AGT and its therapeutic impact. They showed that BG binds AGT, transferring the benzyl moiety to the active-site cysteine [29]. The reaction is very rapid and more potent than any other previously known AGT inhibitor. BG is not incorporated into DNA in living cells and reacts directly with both cytoplasmic and nuclear AGT. Because BG is a psuedosubstrate for MGMT which results in the covalent transfer of benzyl group to the active site cysteine, the MGMT protein is degraded after each reaction. This stoichiometric reaction mechanism effectively depletes the AGT content in tumors and the associated repair of alkylation damage. BG is currently undergoing clinical trials in various cancers to increase the efficacy of alkylating agents.

Interestingly, several observations suggest an inverse correlation between the levels of MGMT and p53 tumor suppressor proteins where wild-type p53 suppresses transcription of human MGMT expression. Unfortunately, p53 function is often inactivated or suppressed in human cancers; therefore, restoration of wt-p53 activity is essential for the success of some treatments. However, whether or not this is mediated by suppression of MGMT expression has yet to be determined. To date, the cross-talk between MGMT and ER-alpha (and the link to p53 expression) has not been explored in drug (i.e., tamoxifen) resistant breast tumors. The anti-estrogen tamoxifen is the most commonly used treatment for patients with estrogen receptor positive breast cancer. Although many patients benefit from tamoxifen in the adjuvant and metastatic settings, resistance to this endocrine therapeutic agent is an important clinical problem. The primary goal of present study was to investigate the mechanisms of anti-estrogen drug resistance and to design new therapeutic strategies for circumventing this resistance. The results show that MGMT expression is increased in TAM-resistant breast cancers and inhibition of MGMT by BG significantly improves TAM-sensitivity.

Results

Prolonged Treatment of Tamoxifen Increases MGMT Expression: We developed a tamoxifen resistant MCF-7 cell line by using prolonged treatment of tamoxifen on the parental ER-positive breast cancer cell line, MCF-7. Tamoxifen-resistant MCF-7 cells proliferate at rates similar to the parental MCF-7. Prolonged treatment of tamoxifen onto MCF-7 cells increased MGMT expression compared to parental MCF-7 cells by 2 fold (Fig.1).

Knocking Down ERα Enhances MGMT Expression in Tamoxifen Resistant Breast Cancer Cells: It is not known whether ERα and MGMT transcriptionally regulate each other in tamoxifen resistant breast cancer cells. We therefore investigated whether down regulation of ERα has any effect on endogenous MGMT expression in these cells. As expected, downregulation of ERα using specific siRNA significantly reduced ERα protein levels in these cells. Western blot analysis was performed and the results in the left panel (Fig. 2A) shows that silencing of ERα increases MGMT expression in these cells, and interestingly, the results in the right panel (Fig.2B) show increased MGMT mRNA levels were increased as assessed by qRT-PCR. These data suggest that ERα–mediated signaling functions to repress MGMT gene expression in breast cancer cells.

Figure 1. MCF-7 parental and tamoxifen resistant MCF-7 cell pellets were prepared, proteins were isolated and MGMT expression was detected by western blot analysis. Tamoxifen resistant MCF-7 breast cancer cells significantly increased MGMT expression compared to MCF-7 parental cells.

Transcriptional Regulation Between MGMT and p53: Previously, it was reported that p53 negatively regulates MGMT in breast cancer cells. Therefore, we addressed whether or not silencing the p53 enhances endogenous MGMT transcription. Tamoxifen resistant MCF-7 cells were transfected with either p53 siRNA (p53-KD) (Fig.2C) or MGMT siRNA (MGMT-KD) (Fig.2D) along with Non-specific siRNA (NS). MGMT expression was consistently increased in p53 knock down cells, with different experiments showing a – fold augmentation (Fig. 2A) and as expected, knocking down MGMT decreased MGMT transcription where as p53 mRNA levels were unaffected in MGMT knockdown cells (Fig.2D). These results confirm that p53 can regulate MGMT at the transcriptional level.

O⁶-Benzylguanine Plays a Dual Role in Tamoxifen Resistant MCF-7 Cells: Contrasting with the experiments above, next, we studied whether or not knocking down MGMT has any effect on ERα transcription. As expected, knocking down MGMT decreased MGMT gene transcripts. However, it was interesting to find that ERα gene transcription was also reduced after MGMT silencing. (Fig.2E). These data demonstrate that BG has the ability to attenuate the not only the MGMT, but also the ERα transcription, indicating a possible dual role for MGMT blockers in these breast cancer cells.

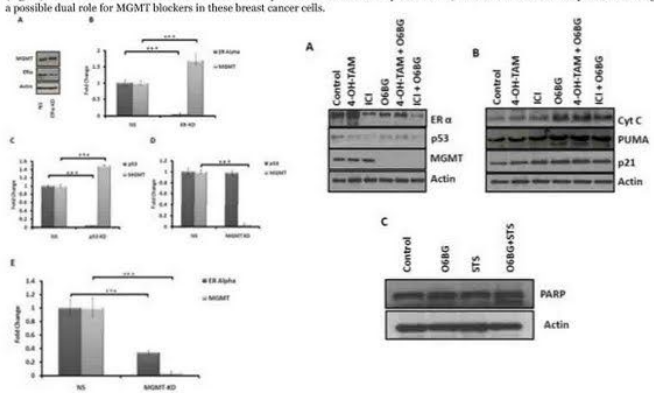


Figure 2. (A) Tamoxifen resistant MCF-7 cells were transfected with ERα siRNA (100nM) (ERα-KD) and NS siRNA (100nM) (NS), and cells were harvested 72h post transfection. Total proteins were isolated and ERα and MGMT expression was determined by western blot analysis. MGMT protein was significantly increased in ERα knock down cells (B) Tamoxifen resistant MCF-7 cells were transfected with ERα siRNA (100nM) (ERα-KD) and NS siRNA (100nM) (NS), and cells were harvested 72h post transfection. Total RNA was isolated and MGMT and ERα transcription was determined by qRT-PCR. MGMT transcription was significantly increased in ERα knock down cells. (C) Total RNA was isolated from non-specific siRNA (NS) (100nM) and p53 siRNA (20 nM) knock down tamoxifen resistant MCF-7 breast cancer cells. MGMT and p53 transcription was determined by qRT-PCR. (D) Total RNA was isolated from non-specific siRNA (NS) (100nM) and MGMT siRNA (100nM) knock down tamoxifen resistant MCF-7 breast cancer cells. MGMT and p53 transcription was determined by qRT-PCR. There is an inverse correlation between MGMT and p53 in tamoxifen resistant breast cancer cells (C & D).

Figure 3. (A) Tamoxifen resistant MCF-7 breast cancer cells were treated in presence or absence of BG (50 μg) and 4hb post treatment 4-OH-TAM (1μM), ICI (1μM) either alone or in combination with BG. 24h post treatment cells were harvested and proteins were isolated and western blot analysis was performed. (A) ERα, p53 and MGMT expressions (B) Cytochrome C, PUMA and p21 was determined by western blot analysis (C) tamoxifen resistant MCF-7 cells were treated with or without BG for 48h and later treated with staurosporin (5 μM/L) for 6 hrs PARP cleavage was determined by western blot analysis.

O6-Benzylguanine Modulates p53 Down-Stream Targeted Protein Expressions: Encouraged by the results reported, we investigated the effect of combination therapy on endogenous MGMT, p53, and ERα protein expressions. As expected, BG decreased MGMT expression, while combination therapy (4-OH-TAM or ICI combined with BG) significantly decreased both MGMT and ERα expressions. BG alone or in combination with tamoxifen or ICI decreased ER-α expression, whereas tamoxifen alone and ICI alone increased and decreased the same respectively (Fig.3A). p53 expression was slightly altered after ICI treatment. The reduction in p53 expression by ICI alone was reversed when BG was combined (Fig.3A). We investigated the effect of BG on proteins which are involved in cell cycle regulation, apoptosis in tamoxifen resistant breast cancer cells. All these treatments significantly increased the $p21^{Cip1}$ protein expression (Fig.3B). PUMA expression was also increased with these treatments. Hence, PUMA may have translocated to the mitochondria, cytochrome C is released (Fig.3B), and apoptosis was triggered in these cells in presence of combination therapy. PARP cleavage is seen in BG treated cells in presence of staurosporin as an indicative of apoptosis (Fig.3C). Therefore, this data suggest that BG promotes cell cycle arrest and can induce apoptosis by modulating p53 function.

O6-Benzylguanine Modulated Transcriptional Targets in Tamoxifen Resistant Breast Cancer Cells: The effect of combination therapy on endogenous MGMT mRNA levels wa sso stuid. Quantitative real-time PCR (qRT-PCR) resulted that anti-estrogens (TAM/ICI) increased the MGMT expression while the combination therapy decreased it compared to control levels. ERα transcription was decreased compared to controls with all these treatments (Fig.4A). Surprisingly, p21 and PUMA mRNA was significantly increased in the presence of combination treatments (Fig.4B &C). These results suggests that p53 mediated target gene transcription was affected by the drug combinations in breast cancer cells (Fig. 3 & 4).

O6-Benzylguanine Enhances p21 Transcriptional Activity in Tamoxifen Resistant Breast Cancer Cells: In order to investigate the effect of BG on p53 function, we performed luciferase reporter assays. Tamoxifen resistant MCF-7 breast cancer cells were transfected with p21 luc promoter construct in presence or absence of BG (target gene of p53). These results clearly demonstrate that BG significantly enhanced p21 transcriptional activity by 4-5 fold in these cells (Fig.4D).

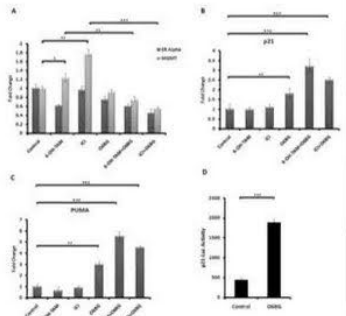


Figure 4. Tamoxifen resistant MCF-7 breast cancer cells were treated in presence or absence of BG (50 μg) for 48h and later 4-OH tamoxifen and ICI (1μM) was either alone or in combination with BG and 24h later cells were harvested and total RNA was isolated. (A) MGMT and ERα (B) p21 transcription (C) PUMA transcription was determined by qRT-PCR. 4-OH tamoxifen and ICI induces MGMT transcription. BG induced PUMA and p21 transcription. (D) Tamoxifen resistant MCF-7 breast cancer cells were transfected with p21-luc construct and 6h later treated with BG and 24h later cells were harvested. p21 transcriptional activity was significantly increased by BG in these cells.

O6-Benzylguanine Inhibits Tamoxifen Resistant Breast Cancer Cell Growth and Increase Resistant Breast Cancer Cell Sensitivity to Anti-Estrogen Therapy (TAM/ICI): Detailed necropsy revealed that all the mice had tumors in the breast. The data summarized in Table 1 show the daily BG alone or in combination with twice weekly tamoxifen/ICI significantly decreased median tumor volume and weight as compared with that seen in tamoxifen/ICI treated and control mice. The combination of BG with tamoxifen or ICI produced the greatest decrease in median tumor volume as compared with control mice (83.99 mm³, 9.33 mm3 (TAM+BG), respectively; p< 0.0001); (83.99 mm³, 31.60 mm³ (ICI+BG), respectively; p<0.0001). Tumor weight was also significantly reduced in mice treated with combination therapy as compared with control mice (81.23 mg, 22.30 mg (TAM+BG), respectively, p<0.0005); (81.23 mg, 51.57 mg (ICI+BG), respectively, p<0.0005). (Table.1). Body weight was not changed among all treatment groups as compared with control mice. No visible liver metastases were present (enumerated with the aid of a dissecting microscope) in all treatment groups.

Histology and IHC Analysis: We next determined the *in vivo* effects of BG (alone or in combination) with tamoxifen/ICI. Tumors harvested from different treatment groups were processed for routine histological and IHC analysis. Tumors from mice treated with BG alone or in combination with tamoxifen/ICI exhibited a significant decrease in MGMT, ERα, ki-67 as compared with tumors treated with tamoxifen/ICI alone or control group. p53 expression was not much altered in these treatment groups. In sharp contrast, the expression of p21 was significantly increased in tumors from mice treated with BG either alone or in combination with tamoxifen/ICI. The images were analyzed by ImageJ (NIH) and MGMT, ERα, p53, p21 and ki-67 expressions were quantified by the ImmunoRatio plugin. (Fig.5).

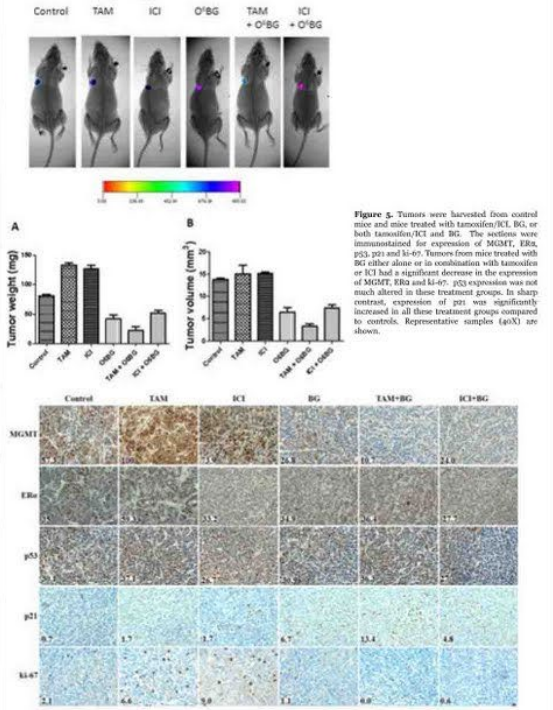


Figure 5. Tumors were harvested from control mice and mice treated with tamoxifen/ICI, BG, or both tamoxifen/ICI and BG. The sections were immunostained for expression of MGMT, ERα, p53, p21 and ki-67. Tumors from mice treated with BG either alone or in combination with tamoxifen or ICI had a significant decrease in the expression of MGMT, ERα and ki-67. p53 expression was not much altered in these treatment groups. In sharp contrast, expression of p21 was significantly increased in all these treatment groups compared to controls. Representative samples (40X) are shown.

Conclusions

1. In the present study, we observed that prolonged treatment with anti-estrogens causes drug resistance by inducing the DNA repair protein O^6-methylguanine DNA methyltransferase (MGMT).
2. Decreasing the expression of MGMT by exposing breast cancer cells to BG sensitized these cells to anti-estrogen therapy (tamoxifen and ICI 182,780).
3. We also observed that combination therapy of anti-estrogens and MGMT blockers not only overcame the MGMT derived drug (tamoxifen and ICI) resistance but also increased the efficacy of anti-estrogen therapy by decreasing estrogen receptor expression and restoration of the functional activity of p53 in tamoxifen-resistant breast cancer cells.
4. Combination therapy inhibited tamoxifen resistant breast tumor growth *in vivo*.

Acknowledgements

We would like to thank the Florida Department of Health, Bankhead-Coley Cancer Research Program 09BN-10 for their funding of this project.

- Is this a good poster?

INTERNET INEQUALITY: THE IMPACT OF HOME INTERNET ACCESS ON SCHOOL SUCCESS

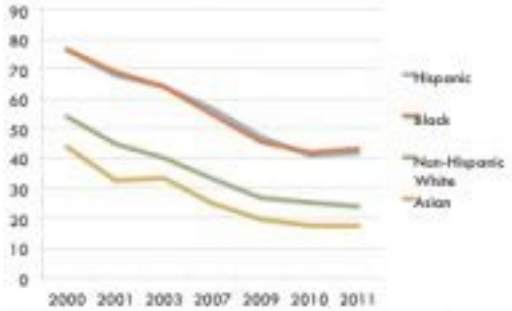
[redacted] – Department of Economics – The University of Texas at Austin

ABSTRACT

In addition to a wide education gap between Hispanic and non-Hispanic White students, there also exists a persistent gap in home internet access between these groups. In my research, I identify a link between these two trends by analyzing data from the Current Population Survey. My research show that lower rates of home internet access contributes to educational gaps between ethnic groups and that home internet access relates to higher school success.

BACKGROUND

Percent of Households Lacking Internet Use, by Race and Ethnicity



- Total internet access has increased but gaps in access persist between race/ethnic groups
- Factors affecting access include income, ethnicity, age, and level of education
- Previous studies suggest both positive and negative effects of home computer access on education

METHODOLOGY

DATASET	• Used cross-sectional data on students ages 13-17 from the 2009, 2010, and 2012 Current Population Surveys
SUCCESS ESTIMATOR	• Generated a variable measuring grade retention to estimate school success for each student
REGRESSION MODEL	• Employed an Ordinary Least Squares regression model to identify correlations between internet access and school success

RESULTS

- Hispanic students are significantly more likely to be below grade level than their White peers
- Differences in school success are mostly attributed to income
- Some differences can be explained by differences in access to home internet
- Studnets who lack intenet access, regardless of race or income, have lower success in school

CONCLUSION

Home internet access has a significant effect on school performance, and it explains some difference in educational outcomes between first generation Hispanics and Whites. While increased home internet access may decrease grade retention and dropout rates, it is unlikely to affect gaps in school success between different racial and ethnic groups

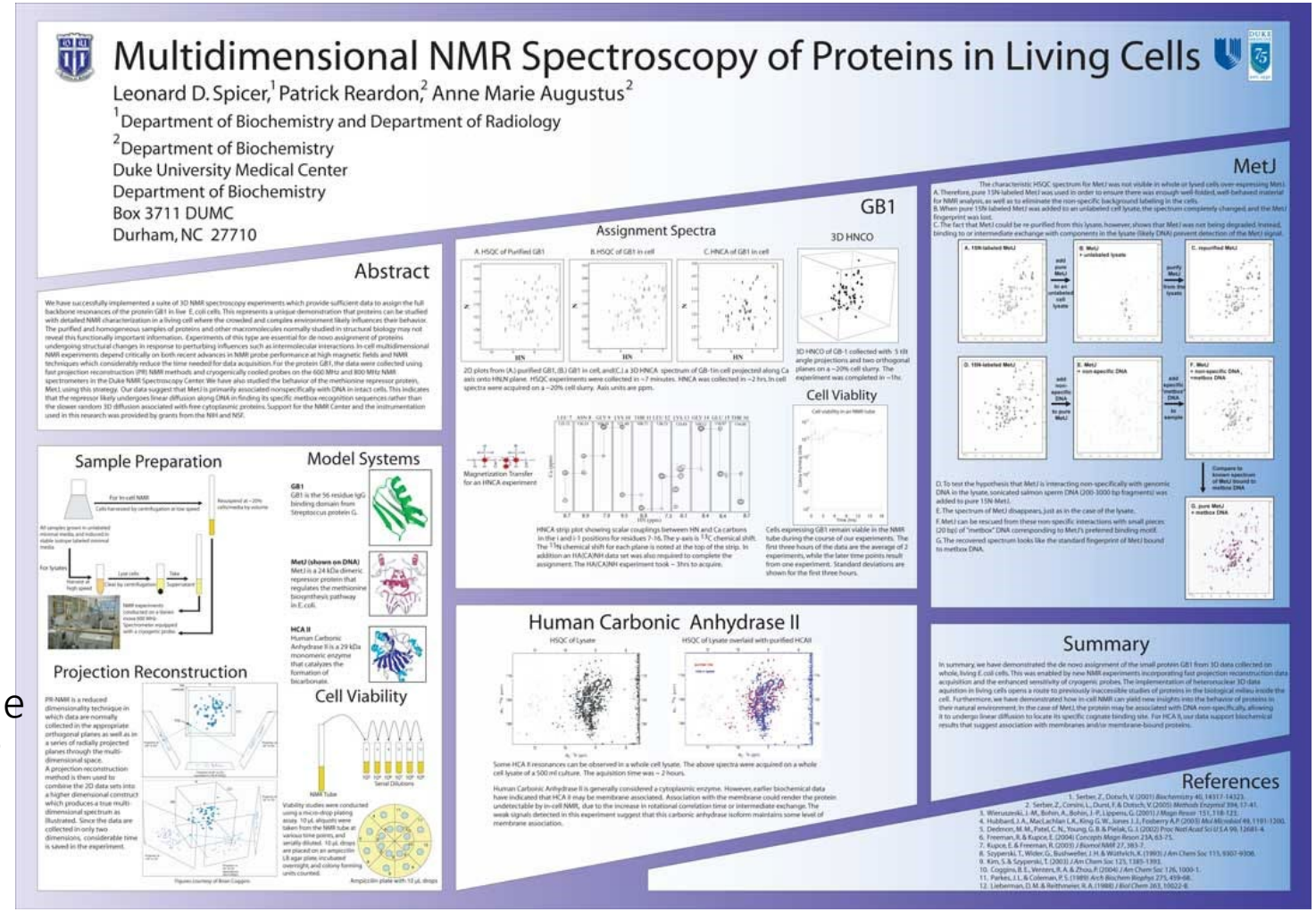
I would like to thank [redacted] and the UT Department of Economics for supporting this research project

- What about this?

Put your title across whole width of poster

- Your name
- University logo
- Acknowledgements
- A reference list

Introduction
- Brief background/ context
- Identify problem
- Aims/ objectives of study/ research question



Other components
- Data and methodology
- Results/ key findings
- Conclusion and implications (for the field, for policy, for practice etc.)
- Further research?

How many columns?
- Order of reading should be down columns and not across rows
- Experiment with different layouts

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Software

- Any template provided (e.g. latex)?
- Useful software:
  - PowerPoint
  - Excel
  - Microsoft Publisher
  - Adobe Illustrator
  - Canva

Use different font sizes

- Title
- Subheadings
- Main text
- Graphics
- Acknowledgements
- Reference list
- Avoid underlining text

Avoid:

- Pie charts (not easy to visually interpret)
- 3D plots (difficult to tell where points are and where ends of bars are)
- Busy graphics (enhance not distract)
- Poor quality images - images from the web look terrible when printed
- Putting in more formula and images than needed – be selective
- Letting others interpret your tables and graphs – explain them

Using colour

- Pick colours that are distinguishable
- Use fewer colours e.g. three? Nothing overwhelming?
- Bolder colours means that the information is more important
- Do not use red and green to contrast points
  - Why?

Edit for effectiveness and accuracy

- Print off your poster in A3:
- Check for clarity of message
- Any unnecessary text?
- Proofread – any grammatical and spelling errors?
- Check your layout
  - Spacing
  - Margins

Presenting your poster

- Seen any good poster presentations recently?
- What was effective about the presentation?
- How will you approach yours?
  - How many minutes?
  - What to highlight?

Presenting your poster

- Think about where you are standing
- Have an opening hook
- Keep it simple: what, why, how, so what?
- Practise – identify any areas that are unclear and / or confusing
- Anticipate questions
- Produce additional material (e.g. handouts)
- Enjoy! Seize the opportunity to interact with your audience and listen to constructive feedback


SIU
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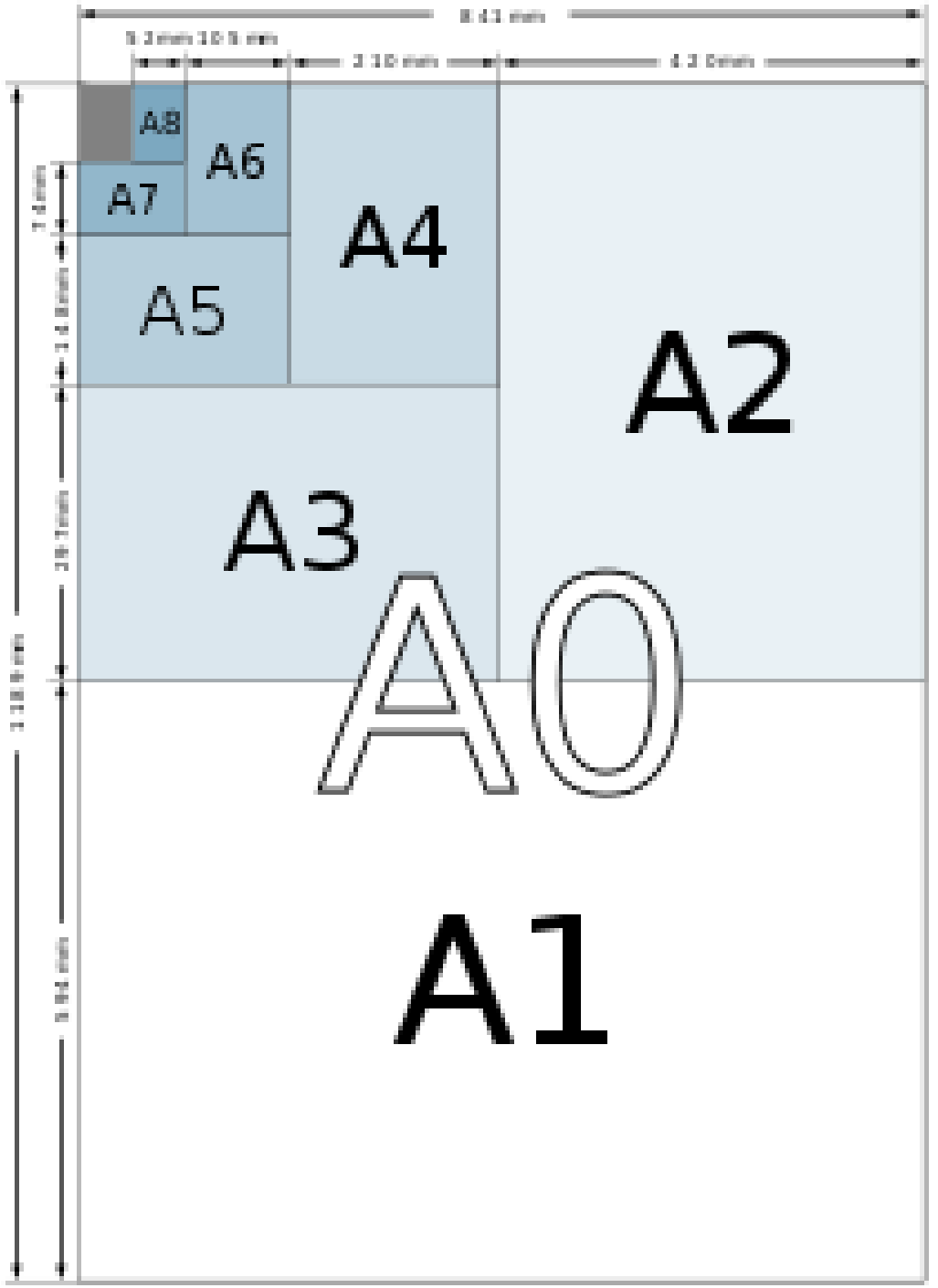
Inverse Marketing: A New Marketing Communication Tool
Monika Rawal, Jose Saavedra, Ramin Bagherzadeh, Maryam Farhang, Ashok Bhattarai
Department of Marketing
Southern Illinois University-Carbondale
PLEASE DO NOT LOOK AT THE PICTURES BELOW
Introduction and Hypotheses
Methods
Expected results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References

1. Photogallery 2021. 44th International Academic Conference. *International Institute of Social and Economic Sciences*. FHWien University of Applied Sciences of WKW, Vienna. Accessed 11 Aug https://www.iises.net/past-conferences/academic/44th-international-academic-conference-vienna/page-photogallery
2. Gerhardt, M 2019. Poster Sessions at AMA Acadmic Conferences. *American Marketing Association*. Accessed 11 Aug 2021 https://www.ama.org/2019/11/05/poster-session-information-at-ama-academic-conferences/

Additional resource

- Miller, JE 2007, 'Preparing and presenting effective research posters', *Health Research and Educational Trust, Special articles: capacity building for health services research*, vol. 42, no. 1, pp. 311-329.