



Guidance for Poster Production

Format

Poster boards will be portrait, with a maximum display space of 2m (high) by 1m (wide). Please ensure your poster is produced within these measurements.

Boards can easily accommodate the following standard size posters;

- A1 (841mm by 594mm)
- A2 (594mm by 420mm)

Posters can be fixed to the board using **Velcro only**, which will be supplied at the Conference. The boards are made from nylon loop and so **the use of pins is not permitted**.

Presenters are free to provide photocopied or printed copies of their poster. Should you wish to do this, you must bring your own leaflet dispenser/plastic wallet, which may be attached to the board using **Velcro only**. Again, **use of pins is not permitted**.

Content

Much advice exists online regarding the production of scientific posters for display at medical conferences and if you are unsure on how to write, design or layout your poster we would recommend you search online for further assistance, as well as speaking with fellow colleagues who may have presented posters in the past.

We can offer the following very general advice:

Audience

Be mindful of your audience. Include more detail for an audience who will already be familiar with the subject you are presenting.

Design

Research shows it takes 3 seconds for a reader to decide whether to stay and explore a poster or to move on. When designing your poster consider the following points;

- Provide a discernible reading order with a clear sequence of information. This could be achieved by arranging content horizontally in rows or vertically in columns, depending on your subject matter
- When laying out your poster, it is worth remembering that in English speaking countries people will generally read a poster from top to bottom and left to right
- Use diagrams and tables to clarify subject matter and highlight what your text does not say. They can help readers visualise a concept too
- Include pictures where relevant as they can help elaborate a point and be visually striking, so attracting attention
- Make text stand out against the background, e.g. a dark text against a light background
- Try not to use too many colours, keep a clean palette to create a more striking design



Content

Text

Wording

Be engaging and try not to use long sentences or paragraphs. Use bullet points to break up text and make it more visually appealing. Left justified text is easier to read. Headings should be in **bold** and be concise.

Fonts

It is advisable to;

- Use a sans serif font, they are easier to read
- Use a maximum of 2 fonts to create a clean, cohesive design
- Use additional line spacing to give further clarity to text
- Use *italics*, underlining and CAPITALS sparingly

Font Size

Ensure readers can comfortably read your poster from a distance of at least 1 metre. This should include all the finer details printed in tables and diagrams etc. Nothing smaller than font size 24 is advisable.

Word Count

It is wise not to include too many words on your poster. Somewhere between 300 and 600 should be ideal.

At the Conference

An email confirming the following information will be issued to each poster presenter when the final list of accepted abstracts has been compiled for publishing:

Poster Number

Attending presenters should bring a note of this number to the Conference once it has been confirmed. It will allow presenters to hang their poster on the correct board.

Poster Hanging Times

Presenters will be able to hang posters in the Exhibition Hall (Studio One) **between 17:30 and 20:00 hrs on Wednesday 20 March** and from **08:00 to 09:30 hrs on Thursday 21 March**. All posters should be on display **by 09:30 hrs on 21 March at the latest**. Poster numbers will be pre-allocated on each poster board. **Velcro** will be provided for attaching posters to boards. Boards are made from nylon loop and so the **use of pins is strictly prohibited**.

Taking down your Poster

All posters must be taken down on **Friday 22 March between 14:05 and 15:00 hrs**. Posters must remain on display until 14:05 so delegates can view posters during lunch. Any poster left after this time will be discarded.

Poster Viewing

Posters will be on display in Studio One throughout the Conference. Where possible, at least one attending author of each poster should be available during refreshment breaks and lunch times to discuss and answer questions about their poster.

Presenters Attending One Day Only

Poster presenters attending one day only of the Conference should arrange for a co-author or colleague to either put up or take down their poster as appropriate.

Disclaimer

Responsibility for each poster lies solely with the poster presenter. Any poster not collected by the close of the Conference will be discarded.