

## Welsh Government Conference for AHPs, healthcare scientists and pharmacists 26 November 2019: Healthier Wales – the value of person-centred care

### Guidelines for Poster Presentations

#### 1. Planning your poster:

- Remember, a poster should be creatively designed. The whole point of a poster is to design it to capture people's attention, make them stop and read, and to deliver some key messages. So, spend some time planning how to make your poster eye-catching, perhaps with pictures/diagrams/photos which will make your poster appealing. If a poster is full of text, people are far less likely to stop to read it no matter how good the content may be.
- Think about the title of your poster – does it accurately convey the subject of your study /project/service improvement? Is the title interesting to the audience?
- How will you structure your poster? Make a list of the important headings/sections of the poster and the points/messages you want to convey.
- Remember to include the authors' name and contact details.

#### 2. Designing your poster:

- The poster **must be** A0 size and designed in a portrait format.
- The poster should be both simple and clear, as delegates will only have a few minutes to read your poster and you want them to get a good summary of the work you did and its impact/outcomes.
- The poster must be easily read from a minimum of approximately 1 metre away (see 'Suggested text sizes', below).
- Make a sketch or rough plan of the poster. Try out different styles. Experiment with different layouts and colours.
- **Colours, shape and design:**
  - Consider the background you want to use.
  - Consider the colour scheme – background and text. Make sure you have a good contrast and be wary of using yellow text on coloured backgrounds as it is usually too difficult to read.
  - Think about how the content will flow (i.e. horizontal or vertical) – how will you guide the reader onto each section in turn?
  - Think about your balance of text, tables, graphs, photographs, pictures. Again – eye-catching, clear, able to be read from a distance are the key things to focus on.
  - You may need to include appropriate logos (e.g. Board/Trust and sponsors) and you will need permission to use these.
- **Text**
  - The words in the poster need to be readable at a distance of 1-2 metres.
  - Choose a font that is easy to read e.g. Arial, Verdana, Tahoma or Times New Roman.
- **Suggested text sizes for an A0 poster:**
  - Title text: 28-36 point font size
  - List of authors' and institution text: 18-24 point font size

- Text: 18-24 point font size
- Headings: 24-30 point font size
- Subheadings: 24 – 28 point font size

### 3. Content of the poster:

- Plan the 'story' you will tell.
  - It should have an **Introduction** which gives background information to set the context of the work and the aims of the project. Say **what** you did and **why**, what the **outcomes** were, and what will happen next or **implications/recommendations** of the work.
  - For research-based posters the structure would be: introduction, method, results, analysis, discussion, conclusion and implications for practice.
- Keep it simple and elegant in design.
- Highlight **key points** only.
- Think about how long it will take a person to read the whole poster.
- Use bullet points with short phrases (rather than long paragraphs or text).
- You can use abbreviations, but after the full text is included first with abbreviation in brackets e.g. Allied Health Professional (AHP).
- Include a maximum of five references.
- Avoid the use of complex tables or figures (people will not have much time to absorb them)
- Make sure that all photographs and images are of a high quality and can be reproduced clearly.
- Check that you have copyright clearance to use photographs or images.
- Include your email address on the poster. This allows people to contact you for further information.

### 4. Producing the poster:

- Using PowerPoint, or a 'Mind Map' software (which can be downloaded freely from the web) start putting together the shapes and the text of your poster.
  - Think about your **key points that you want your audience to remember**.
- Try several different versions and styles of the poster – see which works best.
- Then **review** what you have done:
  - Prepare the draft poster and print a draft version on A4 paper – bear in mind it will be 16 x larger if preparing an A0 size poster
  - **Ask others for comments and proof reading** – this is so helpful. If there are colleagues who have expertise in this are ask them for feedback.
  - Proof read ++ prior to taking the poster to the printers
  - Save the documents as a pdf file, if possible, to ensure your poster remains in the same format on any computer

## **5. Printing your poster:**

- Once you are happy with your poster, and have proof read it very carefully, you are ready to take it to be printed.
- Consider the paper finish for your poster, for example, glossy, heat-sealed or laminated.
- Check who will be paying to get your poster printed. Your employer may have their own audio-visual department who can do it, or you may have to go to a commercial company or shop.
- Shop around for printing costs and don't forget to look online, prices can vary greatly from approx. £30 - £300. You can get excellent posters printed locally for £30.
- Check whether you will get a proof copy to check prior to final printing.
- Remember to ask how long it will take to have the poster printed to ensure it is ready in time for the conference.
- It is useful to take some A4 copies of your poster on the day to be used as handouts for conference delegates who are interested in your project/study.