

ANDREW BLAKE TRIBUTE AWARD

Preparing a Poster

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Preparing and presenting a Poster can be just as effective and as rewarding as an oral presentation but without the nerves associated with talking in front of hundreds of industry colleagues. The following guidelines will help you to prepare a good poster – and it may even win a prize!

Preparation

- Before you start you need to remember that your poster is presenting highlights of your work.
- Always read through the provided information, included in the submission form.

Here you will find specific requirements of the meeting and the size and orientation of the poster boards.

- It may be useful to mark out this area when you are planning, to get an idea of the space available.
- Think about how you want to present your poster. For example, it could be a series of A4 sheets (often mounted on card or laminated) or a printed, glossy poster.
- Talk to people at work about the facilities available to you and the time and costs involved.
- You then need to work out the content. Read the study that you have done or the plan of the study that you are about to undertake and ask yourself:
 - are the statements or plan of work accurate?
 - what data do you need to illustrate your findings?
 - what are the key points you want to communicate?

Remember, your poster should be a stand-alone, self explanatory representation of your work that is relatively simple and easy to follow.

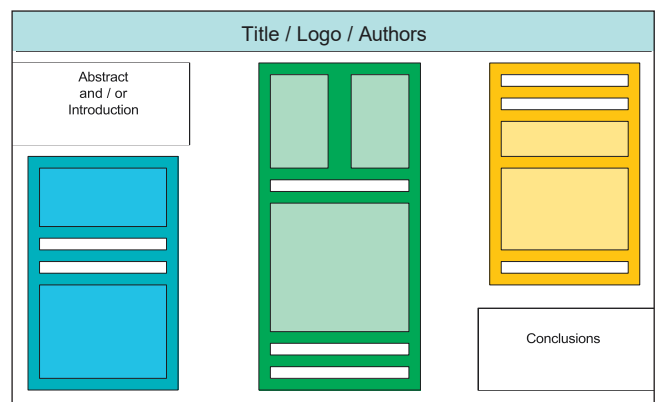
Structure and design

- Posters are a visual communication of your research so try to keep text to a minimum.
- Use graphics, such as photos, figures and tables to ‘tell your story’.

- Avoid over complicated images.
- Your findings need to be clear and also visible from a short distance away.
- Try to guide your audience through the research by presenting information in a logical sequence.
- Use arrows or numbers to direct them.

Typical content and layout for a poster are shown below but you do not have to follow this exactly.

Typical poster layout



Title

- The title should be short and attention grabbing if possible.
- It should be clear from a distance of three metres.
- Use bold, black typeface (about 24 font size).
- Author names should be slightly smaller.
- Include your facility name and logo and contact details.

Abstract and introduction

- Display a brief abstract exactly as it was submitted to the Congress Committee.
- Include a brief introduction to your poster or work if you think it adds something.

Methods

- Depending on your work, this could be called ‘materials and methods’ or ‘study detail’ for example.
- Keep this brief and include photos and graphics if necessary.

Results

- The results of your work should form the major part of your poster.
- Ensure that graphs and charts are self-explanatory and keep additional text to a minimum.

Discussion/ conclusion

- keep this brief
- present as a numbered or bulleted list

Remember, at least one author should be available during any display session to talk about the work in more detail.

Visual impact

- Visual impact of the poster is important.
- Avoid clutter – a clean, simple design is most appealing.
- Think carefully about the use of colour and how you are going to arrange the information before you commit to the design.
- Background – try a single colour or two to three related colours for different sections (muted shades are often best).
- Areas of white or empty space can be used to differentiate elements of the poster.
- Vary the size and spacing of sections to add interest.
- Outline or alter the background to graphics for emphasis – dark images look good against pale colours and vice versa.

Summary

- Your poster should present the highlights of your work.
- Make information clear and only as complex as it needs to be.
- Keep text to a minimum.
- Make the design interesting and not too cluttered or over the top – remember that in the end your research is the most important thing.
- Give credit where it is due – contributors, co-authors and sponsors.
- Create an A4 handout – mini version of the poster, collection of Powerpoint slides or brief summary.