



Guidelines for Preparing an Effective Poster

Rule 1: The Title is important

At the top of your poster include title, the author(s) and where the work was performed (organisation, city and country).

The title is a good way to sell the work. Does the title make you want to visit the poster? The title is the equivalent of a newspaper headline; it should be short, sharp, and compelling.

Rule 2: Define the purpose

The purpose will vary depending on the work being presented.

- Do viewers learn enough to go off and want to try something for themselves?
- Do they want to collaborate?
- Are they engaged in a discussion about the content?

Make sure the purpose is clear. If you are presenting scientific results make sure the poster tells the main story clearly. You shouldn't have to explain why or how you did the work.

Rule 3: Layout and format are critical

Does the poster guide your eyes from one succinct frame to another in a logical fashion from beginning to end? Is this done in an unusual and eye-catching way? Can the main points be read at eye level? Keep the font size at a size that can be easily read at a distance of 1m.

Remember, posters should be visually appealing. Take some time to think about layout and what pictures, figures or tables will enhance the presentation.

Rule 4: Content is important but keep it concise

Everything on the poster should help convey the message. There must be clarity, precision of expression, economy of words, and use of first-rate pictorial material. Graphics should be used to portray the complexity, not to impress (and possibly bewilder).

Rule 5: Posters should have your personality

Think of a poster as an extension of the author's personality. A photo of the author on the poster can open a conversation.

Rule 6: The impact of a poster happens both during and after the poster session

Is it easy to contact the poster presenter afterwards? Are an e-mail and other demographics clearly displayed? Do you want to have a 'leave behind' such as an A4 version to give people who have expressed an interest in your work? We encourage you to bring about 20 double sided copies of your full paper or abstract and other material to expand on the information on the poster to distribute to interested delegates. They may be interested in you, your work and your institution. Make it easy for them to keep in touch or ask questions that come to them later.



Guidelines for Poster Production

1. Posters must be portrait orientation, size A0, approximately 90cm x120cm and should be laminated.
2. There is limited space in the Poster Display area and Posters that are produced landscape are unable to be accommodated.
3. The poster boards are Velcro-sensitive, please bring Velcro hooks to attach your poster to the board.
4. Posters should be typed in clear bold print that can be easily read from distances over one metre with the title displayed in block capitals of minimum size 25mm (1") at the top of the poster.
5. Content may be displayed in columns (often 3 columns).
6. Content should contain the study purpose/objectives, methods, results and conclusion(s).
7. Illustrations should be professionally drawn (hand drawn material will not be accepted).
8. All content should be simple and not overburdened with detail - "minimising detail maximises information transfer".

Setting up your Poster:

All posters will be on display in the Exhibition Area of the conference venue. This is to encourage exposure of your work for the duration of the conference.

All posters must be mounted by the author during the allocated time period – **Sunday 23 September from 12.00am – 5.00pm and 2.00pm – 5.00pm on Wednesday 26 September 2018.**