Tops Tips for Designing a Conference Poster

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Objectives of a Poster Presentation…

…to inform

…to display information clearly and concisely

…to be engaging and eye-catching

…to enable you to network

Audience

- Who is your audience going to be?
  - Conference – peers in your specialist field
  - Non-specialist audience

Layout

- Templates / Guidelines
  - Size of the poster (A0, A1, A2)
  - Portrait vs landscape
  - Font style and size
  - Colour palette
  - Word count
  - File type

Layout – Examples of Guidelines

Anaesthesia & Critical Care

https://www.accconference.co.uk/poster-guidelines

Royal College of Paediatrics & Child Health

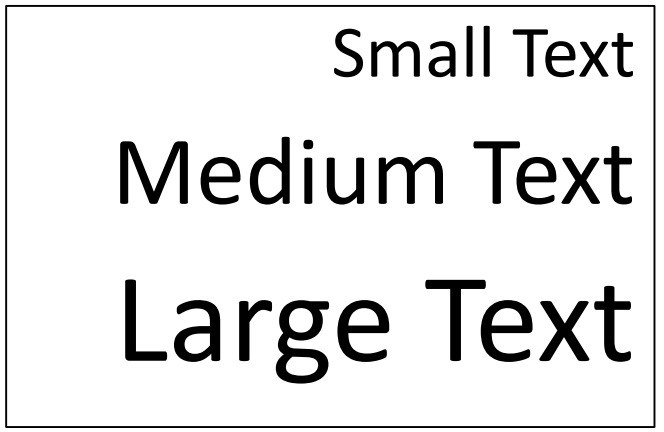
https://www.rcpch.ac.uk/news-events/rcpch-conference/physical-poster-guidance

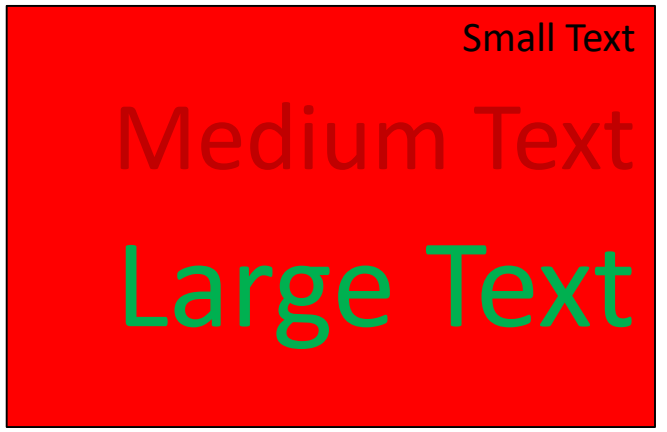
International Conference on Global Healthcare

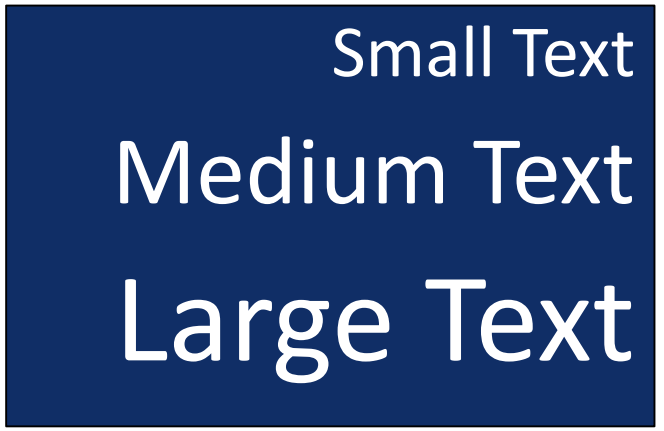
https://globalhealthcare.pulsusconference.com/best-poster-presentation

Layout - Text

- Clear font
  - Contrast font with background (black font vs white background, white font vs dark background e.g., dark blue)
  - Do not use font smaller than 24pt
  - Do not use too much text
- Increased spacing

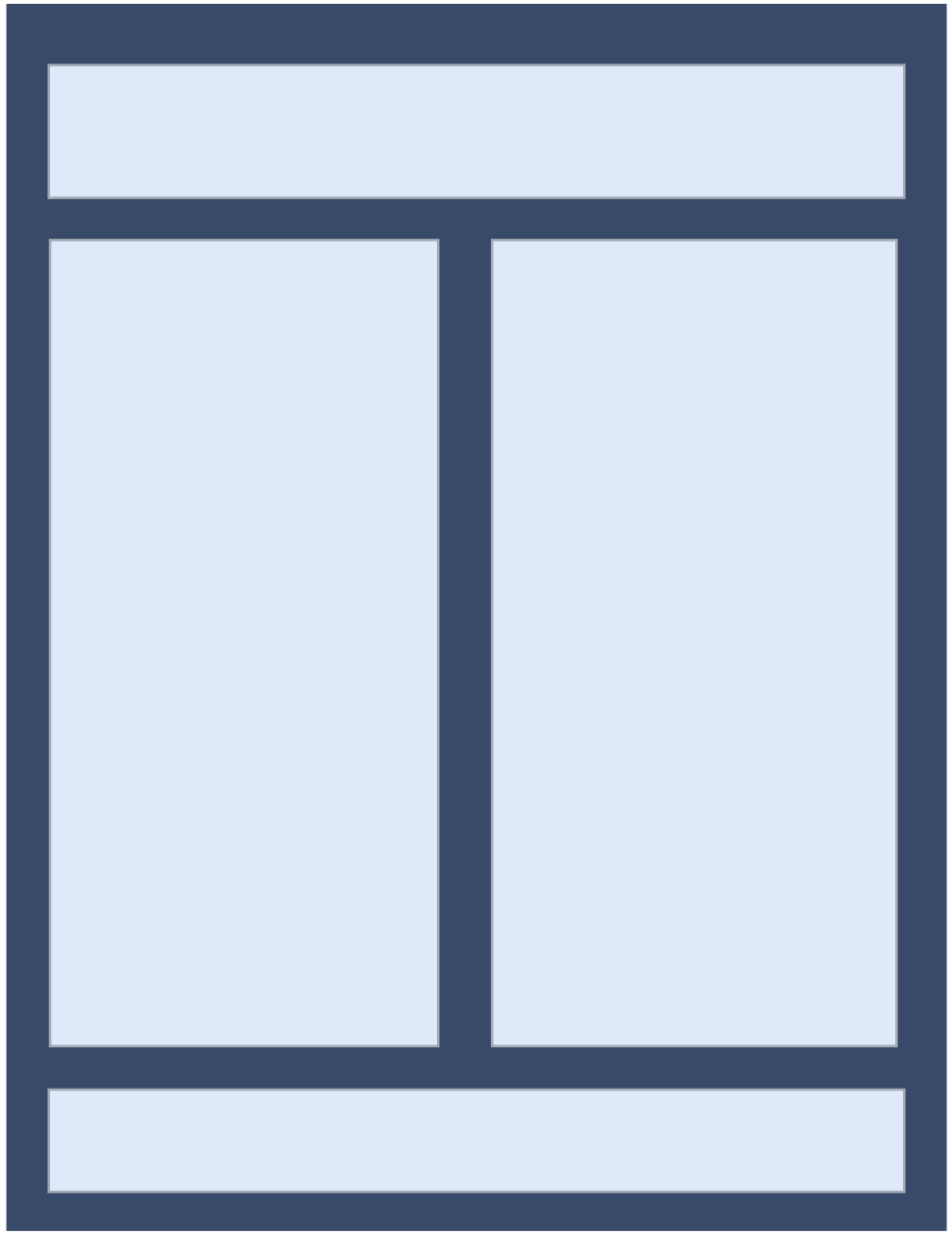


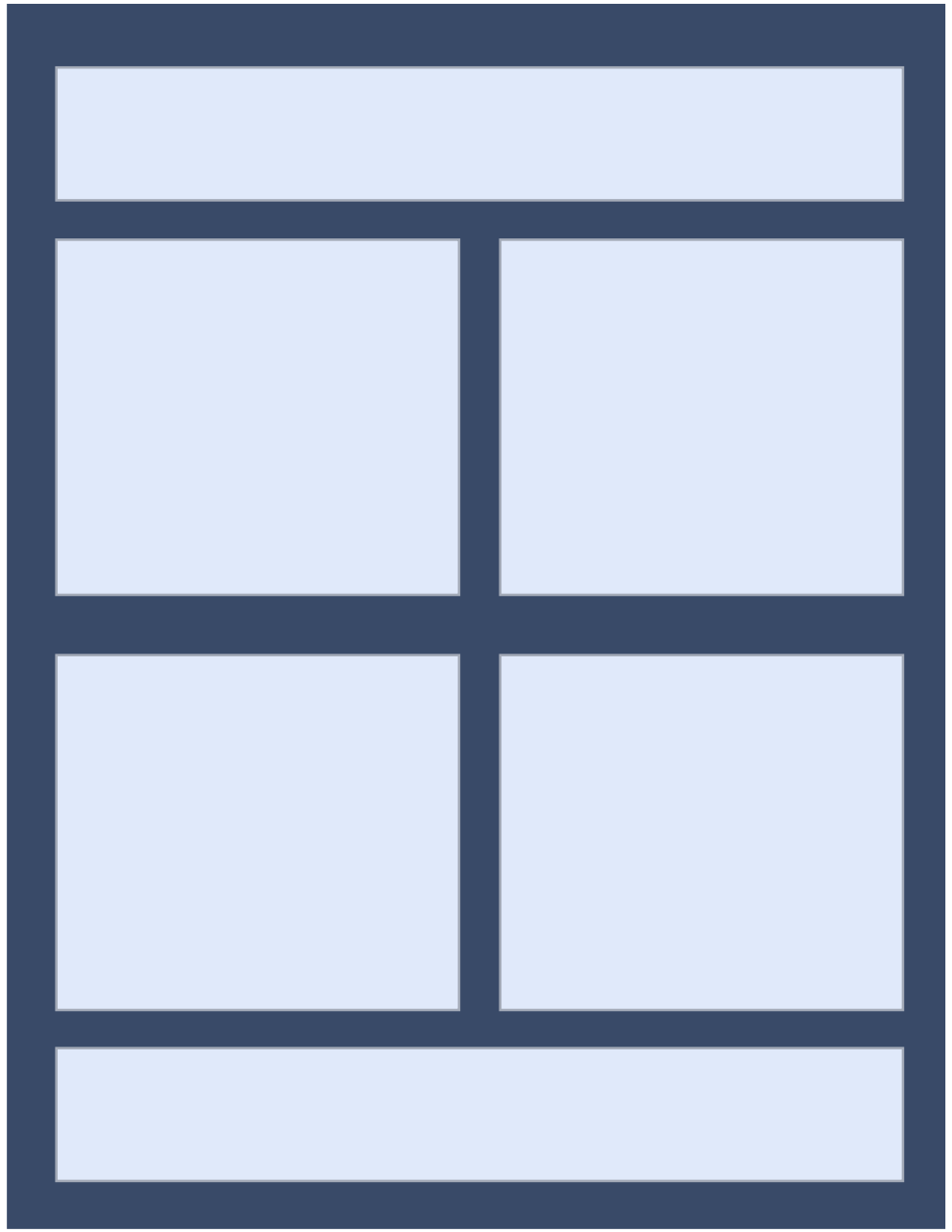




Borders

Do not be afraid of some empty spaces!





…consistency and simplicity

Layout - Content

- Flow/sequence
- Break subject into key components
  - Clear title with authors and affiliations at the top
  - Introduction
  - Methods
  - Results
  - Conclusions / Future Work
- Expand abbreviations/acronyms first

Title

- Poster title vs peer-reviewed journal article title
- Short, informative and impactful
  - Engaging the audience

Names & Affiliations

- Similar to journal articles
- Lead author
  - Lead author e-mail address for delegates to contact
- Co-authors
  - Supervisors, collaborators, peers who have contributed significantly to the work carried out
- Affiliations
  - List affiliations below the authors
  - Use superscript numbers to assign an affiliation to an author (some authors may have multiple affiliations)

Names & Affiliations - Example

How to deliver an effective poster presentation

Hannah McGivern*[1, 2, 3], John Smith[2] & Jane Doe[3]
*hannah.mcgivern@bodleian.ox.ac.uk

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[2] University of Exeter, Exeter, EX4 4PY, United Kingdom

[3] Bournemouth University, Bournemouth, BH12 5BB, United Kingdom

Content/headings

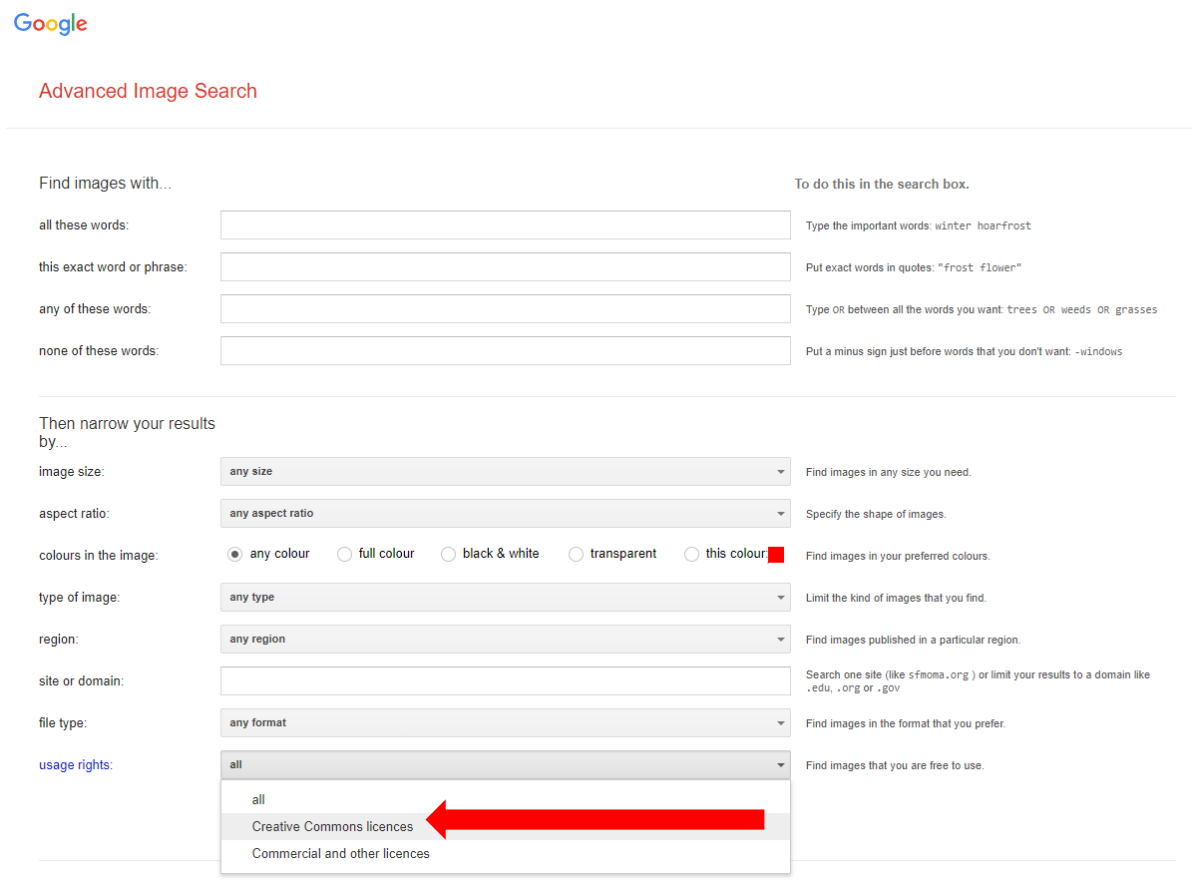
- Introduction
  - Summarise what your research is about in a few sentences
  - Why you are doing it?
- Methods
  - What did you do?
  - What techniques did you use?
- Results
- Conclusions
  - Impact
  - Future work

Images

- Diagrams
  - Introduction (context)
  - Methods
- Graphs and charts
  - Results
- QR codes – make your poster interactive
- Check quality of images (high resolution) – may have to convert to a different type of file e.g., .jpeg, .png, .tif.

Images

- Ensure you abide by copyright laws of images that are not your own
  - Google Images Advanced Search – Creative Commons Licence
- Copyright guide for finding and sharing content online
- Copyright exceptions and fair dealing
- Finding Creative Commons media online
- LibGuide – Images for Medical Sciences



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References

- Limited number of key references
- Smaller text
- Check guidelines from conference for referencing style
- [number] in-text citations (usually) to connect to the references and make the flow of the poster easier to read

Acknowledgements

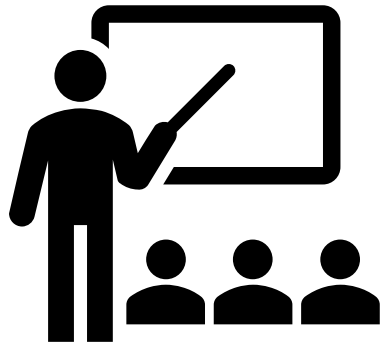
- Funding
  - Quote grant reference numbers
  - May need to allow time for someone from the funders to proof-read your poster prior to the conference
- Collaborations
  - Other academic institutions, industry, charities etc.,
  - Logos aligned along the bottom edge of the poster

Printing

- Allow plenty of time for your poster to be printed
- Oxford Medical Illustration
  - Website: http://www.oxfordmi.nhs.uk/
  - E-mail: medical.illustration@ouh.nhs.uk
- University of Oxford Print Studio
  - https://estates.admin.ox.ac.uk/print-studio
- Print A4 copies of your poster and/or business cards for delegates to take away with them
  - Display your A4 prints in a plastic wallet pinned to the same board as your poster

Presenting

- Speaking with delegates during poster sessions
    - Assigned times for delegates to be beside their poster to present to judges and others at the conference
    - Good practice to be by your poster at other times during the conference just in case anyone would like to speak with you
    - Developing presentation and public speaking skills
    - Networking



Resources

- OUH Trust Resources e.g., templates, logos, presentations, guidance on corporate identity

- OUH PowerPoint Slide Template

- University of Oxford Visual Identity website and guidelines

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Any questions?

- HCL-enquiries@bodleian.ox.ac.uk

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References

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- https://www.dbth.nhs.uk/services/library-services/supporting-research/making-research-poster/
- https://www.tableau.com/en-gb/blog/examining-data-viz-rules-dont-use-red-green-together#:~:text=For%20example%2C%20blue%2Forange%20is,blue%20to%20someone%20with%20CVD