



POSTER-MAKING HINTS

A conference poster is a visual medium by which to summarise and promote your research project and findings.

A good poster should aim to contain 350-500 words. This is little more than is contained in an abstract, and it is helpful to design the poster along these lines. Further text will make the poster seem too crowded. The most common negative impression of conference posters is an excess of text.

Consider whether a picture or graphic, or bullet points, could replace parts of the text. Most posters are viewed from at least 1.5m away. What is your research question, and the key take-home messages? Ensure these are clearly conveyed in a visually appealing manner.

ACEM suggests that authors consider addressing the following when developing posters for presentation:

1. Title
2. Authors
3. Background & Objectives
4. Methods
5. Results
6. Limitations
7. Conclusions & Future Directions
8. Acknowledgements, Funding, Author Affiliations, Logos

The presenter should confirm with the conference organisers regarding the poster format and orientation required for a particular meeting, and a template may even be provided by the organisers. Assistance may be available from your hospital medical illustrations department, or hospital-affiliated university departments if applicable; which may include guidance on use of design software.

Most posters at conferences are produced using Microsoft PowerPoint; however excellent results can be achieved using dedicated design software such as Adobe InDesign, Adobe Illustrator, or QuarkXPress.

Trainees are reminded that Trainee Research Projects (TRPs) presented as posters must fulfil the minimum criteria as stated in the learning and examination processes. Given the space restrictions of the poster format, additional information will most likely need to be conveyed in the accompanying written submission and EQUATOR checklist.

Presenters should prepare a brief (20-30 second) and a longer (5-10 minute) verbal presentation of their work. This will cater to conference attendees interested in a brief snapshot of the work, and also for those with a deeper interest in the research. For TRPs the adjudicators will ask the trainee to describe their research project before asking questions as appropriate.

In addition, handouts with paper copies of the poster, copies of related publications, or other accompanying information will help publicise the research. Consider carrying business cards to aid in networking and future collaboration.

Think about how you will transport the poster to the venue. Some posters may even be printable on fabric to aid transport by air. Clarify with conference organisers the day and time the poster needs to be mounted, and the fixative materials that will be provided. The poster must be removed by the day and time indicated,

otherwise it may be discarded by the organisers. Your hospital might like to display your poster after the conference is complete.

Trainees are directed to the following resources for further information:

1. Woolston C. Conference presentations: Lead the poster parade. *Nature* 536(7614):115-7, 2016. <https://www.nature.com/naturejobs/2016/160804/pdf/nj7614-115a.pdf>
2. Purrington C. Designing conference posters. <http://colinpurrington.com/tips/poster-design>
3. Haq, K. Making the most of your conference poster. http://www.web.uwa.edu.au/_data/assets/pdf_file/0007/623527/Preparing_your_conference_poster.pdf