

Poster Tips

Practical Requirements

The following information is provided to help presenters prepare their poster.

1. Posters will be mounted on poster boards that will be provided by WPT2011. Each poster board will have two posters on each side. The space for each poster is restricted and it is therefore essential that posters are produced to comply with the congress size requirements.
2. **Posters must be produced as ISO¹ A0 size in landscape. This is 84.1cm (height) x 118.9cm (width) (33.1 x 46.8 inches).** See appendix 1 for paper size comparisons. It is not desirable to put up a number of smaller sheets of paper eg A4 or letter size; however you may choose to produce a smaller poster if it fulfils your requirements. The poster display area will be inspected prior to the congress opening.
3. When mounting your poster on the poster display board it is important to **only** use double sided tape provided by the poster desk.
4. Posters will be on display for one day only during the congress. Presenters will be advised which day and the arrangements for putting them up and taking them down.
5. All care will be taken with poster displays, however security cannot be guaranteed. You should ensure that the poster is not the only record of your work.

Preparation

Below are some tips to help you plan and prepare your poster, ensuring that it is accessible to delegates. They are presented for guidance only and the responsibility for the finished poster rests with the presenter.

While each poster has its own display area and you have a designated time in the programme to be at your poster, it will be in competition with others. Delegates with limited time will be attracted to posters that catch their eye and are easy to read from a distance.

Production

Microsoft Word has a page size limit considerably less than A0. It may be possible to produce the poster on a smaller layout and enlarge it but this poses risks to layout and image quality and it is more difficult to check in advance of printing. Microsoft PowerPoint will provide for greater creativity and formatting. There are other software packages available for producing posters. Check what arrangements exist at your institution for printing posters or with a local copy shop in advance. To help delegates who are less familiar with producing posters we have prepared a poster template in PowerPoint as a guide. This is available at: www.wcpt.org/congress/abstracts

¹ International Standards Organisation

Content

- In terms of presenting your poster you could consider using the headings given in the guidance for abstracts for research and special interest papers. However, many presenters simplify this to introduction, purpose, participants, methods/materials, results, discussion/conclusions and recommendations/implications (for practice, education, research, management and/or policy).
- References should be included, if used, but try to keep them to a minimum.
- Give credit where it is due. Have an acknowledgments section, in smaller size font, where you acknowledge contributors and funding organisations.
- Ethics approval if appropriate should be mentioned and the appropriate committee/body acknowledged.
- Provide information about where/how you can be contacted on the poster.
- Be prepared to edit ruthlessly – there is invariably always too much text on posters. Look critically at the content when it is laid out. If there is a balance of approximately 1/3rd text, 1/3rd graphics and 1/3rd empty space, you are doing well.
- **Title / Heading:** The title of the poster should be the same as on your abstract. The heading should include the authors' names and affiliations.
- **Text:** Your poster should be understandable without you being there to explain it to delegates. Words should be spelled out, avoiding abbreviations/acronyms and jargon.
- **Illustrations - Graphs/Tables/Figures/Photos/Drawings:**
 - Tables are preferable to graphics for small data sets.
 - Tables also work well when data presentation requires many localised comparisons.
 - Graphics should tend toward the horizontal, greater in length than height, ideally 50 percent wider than tall.
 - Elaborately coded shadings, cross-hatching and colours should be avoided.
 - Use colours to distinguish different data groups in graphs and avoid using patterns or open bars in histograms.
 - Lines in data graphics should be thin.
 - Little messages help explain data. Labels should be placed on the graphics itself, no legend is usually required.
 - Remove all non-essential information from graphs and tables.
 - Focus on principle results.
 - Explanations should be used to enhance the richness of data and make graphics more attractive to the viewer.
 - Photographs also help, if relevant, and are a good way of providing colour. They should be of sufficient size to be visible from a distance – 7.6 x 7.6 cm (3 x 3 inches) photos are probably the smallest to use, and 10.2 x 15.2 cm (4 x 6 inches) photos are a good size.
 - Check the resolution/quality of any images used to make sure they still appear clearly when enlarged in a poster (usually no less than 200dpi or 800x600 pixels).

Layout

- Don't simply use a wall of text – it is not attractive or readable. Use blocks for the text that can stand alone. That way, if someone comes up to your poster and reads only a small portion of it, it will still make sense.
- Give your poster sections and allow space around your work -- light and empty space attracts the eye (and the reader). It sometimes helps to lay your poster out in columns as this keeps the flow of people moving past your poster.

Poster Title Goes Here & Must Match Your Submitted Abstract Title
Authors' Names Goes Here (must match those on the submitted abstract)
 Affiliations go here

Introduction
 You don't need to reproduce your abstract here.
 The WPT2011 poster size is A0 (84 x 119 cm) landscape. You should not use a collection of smaller sheets. You could make a smaller poster if it fulfils your requirements and fits the space.
 Check if your institution has a house style for posters, which may limit what colours and layout you can use.

Purpose
 The page size of this poster template is A0 (84x119cm), landscape (horizontal) format. Do not change this page size, the printer can scale-to-fit a smaller or larger size, when printing.

Participants
 Use font faces that are easy to read such as Arial or Verdana.
 These section headings in this template are in 48pt. Most of the body text is 32pt. The recommended range is 24pt-36pt. Remember it needs to be read from a normal distance.
 Black text on a white background is easiest to read.
 Text tends to look better when left-aligned rather than fully justified.

Methods
 If you are using this template....
 Simply highlight this text and replace it by typing in your own text, or copy and paste your text from a MS Word document or a PowerPoint slide presentation.
 You can change the colour of the text, title and poster background.
 You may find you don't need a full column for methods and could start results in this column, but if you do ensure you have a clear break in the layout.
 If there are points you want to emphasis use bold rather than italics.
 Remember to add captions to tables, images, tables and graphs. Align the text next to the image as right aligned if the image is on the right.

Results
 Images such as photographs, graphs, diagrams, logos, etc. can be added to the poster and will enhance its appearance and help to break up blocks of text.
 Full width images, or images more than 2/3 column width should have captions the width of the column and can appear above or below the image.
 The best type of image files to insert are JPEG or TIFF.
 Images on the left should have the caption on the right and be set to left align first.
 When laying out your poster leave breathing space around you text. Don't overcrowd your poster.

Discussion & Conclusions
 Make your conclusions succinct and clear.
 Note: Do not leave your poster until the last minute. Several drafts are usually required and ask colleagues for feedback. Its worth looking at a full scale version so you can check it is readable and attractive.
 Coated and laminated posters are more durable. Poster tubes help to protect posters in transit.

Recommendations
 Highlight the key recommendations for practice, education, research and/or policy.

References
 Try and keep these to a minimum. Be consistent with your reference style i.e. Vancouver or Harvard.

Acknowledgements
 Note ethics approval and thank funders and others.

Contact details
 It's worth adding your e-mail address and also having copies of you poster as an A4 handout. In a plastic sleeve attached to the poster board.

- The text, tables and graphics should look integrated. Words and illustrations should go together - tables and graphics should be integrated within the text whenever possible, avoiding clumsy diverting segregation.
- It is best to use the same typeface for all and ruled lines separating different types of information should be avoided.
- Lines of text should contain about 8 to 12 words and should run from left to right. It is best to have your text left justified (with the right side ragged) as this is easier to read.
- Start by doing a sketch of your poster layout and then move onto setting it out in actual size – a white board is a convenient place to work. At this stage it is still an illustration of the finished product to give you ideas for presentation. This is a good time to seek advice from colleagues.
- **Background:**
 - Many people simply use a white background with black text. This is easy to read, but some colour will make your poster attractive to the reader.
 - Try to use primary colours rather than shocking bright colours. Check if your institution has a house style that must be followed.

- Consider what colour you want to use for text/illustrations and make sure it complements the background eg blue background with yellow/orange text.
- **Font:**
 - Your poster title should be readable from at least 1.8m (6ft) away. Use something like Arial 70pt font or bigger for the title.
 - Use large fonts for the headings and for key points that focus on some of the central ideas presented. Use at least 48pt font (1.3cm / 1/2in tall).
 - Ensure the main body of the text can be read from at least 1.2m (4ft) away. Use something like 36pt font and no less than 24pt.
 - Use only one type of font such as a sans serif face (eg Arial) that is clear and precise.
 - Use upper and low case and avoid using too many style changes eg shadow, bold, italics, etc.
 - Consider accessibility guidelines to make your poster easy to read for those with visual impairments eg colour contrasts that are easier to read (for example, see Lighthouse International: <http://www.lighthouse.org/accessibility/design/accessible-print-design/making-text-legible>).
- **Final layout:**
 - However you are producing the final poster, whether you are doing it yourself or using a graphic designer, here are some questions to help you check the layout before final production.
 - Is the message clear?
 - Do the key points stand out?
 - Is there a good balance between text and illustrations?
 - Is the sequence of your poster clear?
 - Is the level of space around your poster appropriate?
 - Do the colours you've chosen work together?
 - Again, seeking advice from colleagues and asking them these questions will help you make any final adjustments before production.

Handouts

Additional information about the topic presented in the poster, or a copy of the poster, can be provided in the form of a handout for delegates to take away (eg A4 sheets hanging in a clear plastic sleeve attached to the poster board). Presenters are responsible for the production and display of these.

Appendix 1: Paper Sizes

Reference: ISO 216:2007 Writing paper and certain classes of printed matter -- Trimmed sizes -- A and B series, and indication of machine direction See: http://en.wikipedia.org/wiki/ISO_216 [accessed 06 April 2010]

