Poster tips

Essential 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 WCPT. Most poster boards 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 ISO[1] 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 acceptable 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 display board it is important to **only** use the fixing material 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.

6. The section on page 5 below provides options for generating additional content to add value to your poster presentation.

Preparation

Below are some tips to help you plan and prepare your poster, ensuring that it is accessible to international delegates.

While each poster has its own display area and you have a designated time in the programme to be beside 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

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[1] International Standards Organisation

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/wcpt2019/programme/abstracts.

You may wish to consider printing the poster onto fabric, which can be folded and placed in a suitcase. Laminated paper posters require rolling and carrying separately.

Content

- In terms of presenting your poster you could consider using the headings given in the guidance for abstracts. However, many presenters simplify this to introduction, purpose, participants, methods/materials, results, discussion/conclusions and recommendations.

- 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 on the poster about where/how you can be contacted.

- Look critically at the content when it is laid out. A balance of approximately 1/3rd text, 1/3rd graphics and 1/3rd empty space is a good distribution.

- **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:**

  o   tables are preferable to graphics for small data sets

  o   tables also work well when data presentation requires many localised comparisons

  o   graphics should tend toward the horizontal, greater in width than height, ideally 50 percent wider than tall

  o   elaborately coded shadings, cross-hatching and colours should be avoided

  o   use colours to distinguish different data groups in graphs and avoid using patterns or open bars in histograms

  o   lines in data graphics should be thin

  o   short messages help explain data. Labels should be placed on the graphics itself, no legend is usually required

  o   remove all non-essential information from graphs and tables

  o   focus on principle results

  o   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 – 7.6cm x 7.6cm (3 x 3ins) photos are probably the smallest to use, and 10.2cm x 15.2cm (4 x 6ins) 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.

- 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.

- 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 on to setting it out in actual size – a white board is a good 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 a font and size like Arial 70pt, 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 that is clear and precise (eg Arial).

- Use upper and low case letters 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://li129-107.members.linode.com/accessibility/design/accessible-print-design/making-text-legible/).

Online resources for poster tips and templates

These sites may provide other useful templates and tips on preparing your poster. Be sure to adjust any template using the formatting tips provided above.

- https://www.postersession.com/poster-templates.php

- http://gradschool.unc.edu/academics/resources/postertips.html

- http://www.makesigns.com/tutorials/

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 have chosen work together?

- Seek advice from colleagues and ask them these questions to help you make any final adjustments before production.

Generate additional content to add value to your poster

You will have a dedicated time to be at your poster to discuss your work with delegates but many will view your poster when you are not there, either onsite or via the online archive. Consider pre-recording a short presentation to accompany your poster. We advise that this is no longer than 90 seconds. If you put your poster up as a display at home or work, you could get someone to video you speaking to your poster. This could:

- highlight the key findings, implications for practice and lessons learned - expanding on the content of the poster;
- provide a language translation of the poster content eg in your own language
- bring your poster in context with other work on this subject

Take a look at the playlist we've created of videos made by the some of the chairs of congress focused symposia:

https://www.facebook.com/pg/WCPT1951/videos/?ref=page_internal

Alternatively, you could simply record an audio commentary.

If you upload this to a website, you can then direct people to it; check with your workplace if there is an option to do this via your institution's website. Think about a dedicated webpage that could include:

- your poster
- a translation of your poster in any additional languages you can provide
- a pre-recorded presentation
- a handout
- a recorded presentation you make at the congress

Here is an example of a website that provides additional information to a poster presented at WCPT Congress 2017 https://physiotalk.co.uk/2017/06/27/physiotalk-poster-at-wcpt2017/

A recording onsite at the congress will help bring the experience to life and give you the opportunity to reflect on questions that have come up.

Take a look at this example of a video recorded onsite at the ER-WCPT conference in Liverpool in 2016 by Ann Green: https://www.youtube.com/watch?v=Y6Sn76HcA6s&feature=youtu.be

If you generate a QR code linked to the website where the material is hosted and add it to your poster (see poster template) anyone can easily access the additional content. Any content will need to be accessible via one URL link.

There are a number of free QR code generator websites, for examples see:

http://www.qr-code-generator.com/

https://www.the-qrcode-generator.com/

You insert the URL and a QR code is generated as an image that you can download and then use on your poster that anyone can scan with a QR reader app on their smartphone or portable device.

This is what a QR code looks like and this one will direct to https://www.wcpt.org/wcpt2019/programme

Readers then need a QR reader app on their smartphone or portable device, such as the QR Reader for iPhone and Android. WCPT will be promoting the use of these to delegates to access content that presenters make available.

When you upload your poster for the congress proceedings there will also be the option to add a URL to direct readers to this additional content.

Taking questions

You will have a dedicated time at your poster when delegates move around to view posters and ask questions. Unlike a platform presentation you often get into more detailed questions and a free flowing discussion with delegates, not just the person who has a question.

No matter how prepared we are we tend to think only of the questions that we know the answer to, so ask friends, family members or colleagues to react to a practice run. Other tips include:

- Based on the feedback from a practice session, think about short succinct answers to the most likely questions.

- Listen actively to the question; it helps to look directly at the questioner and, if necessary, ask for the question to be repeated or clarified. Often the second time the question is more concise and much clearer.

Do make sure to give time to all those that gather at your poster and show an interest.

Contact details

Add your contact details so that people can follow up with you for more details. If you are on Twitter add your details and remember to tweet about your poster presentation. It's also a great way to connect with the global physical therapy community and remember the hashtags #wcpt2019 for the conference and #globalPT to connect with physical therapists around the world.
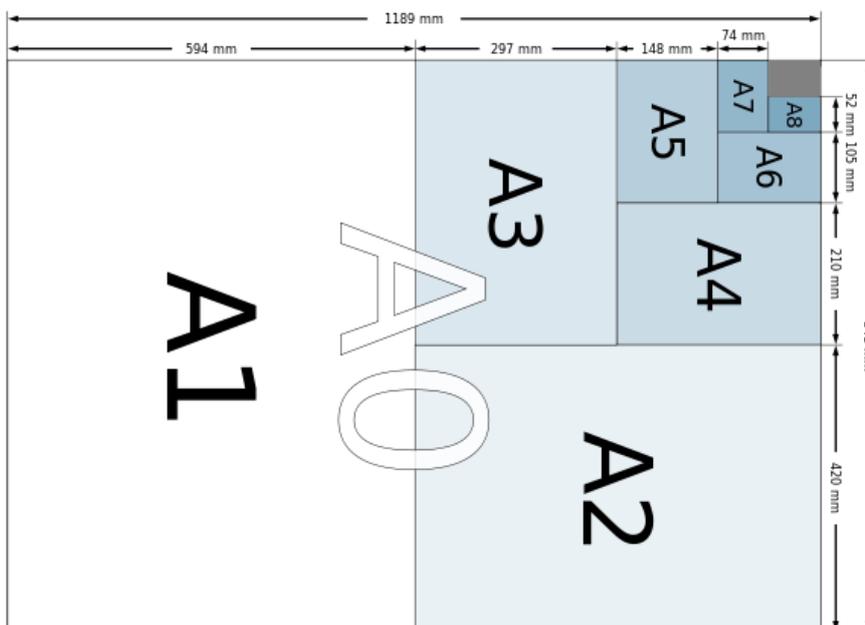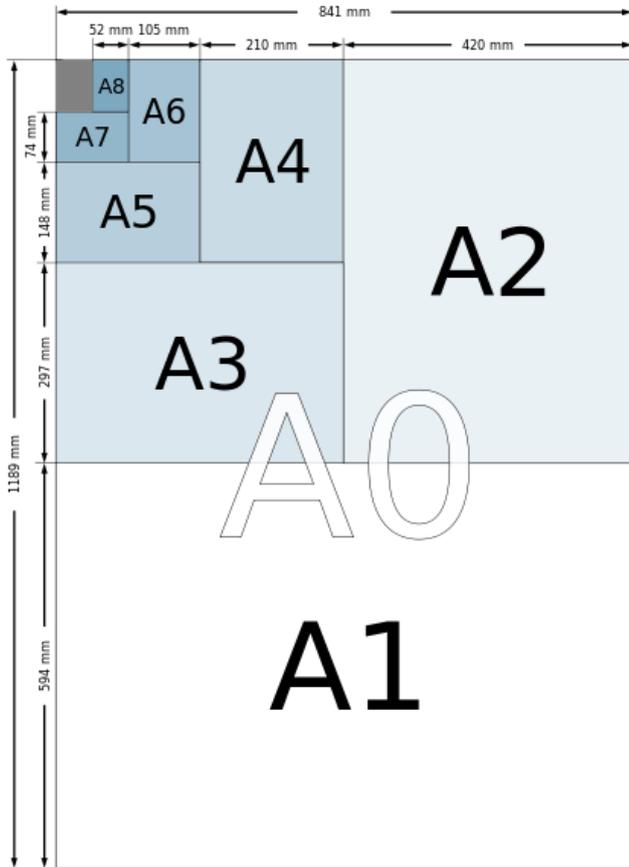
Handouts

In support of green meetings WCPT is not encouraging handouts as all posters will be included in the congress proceedings, so long as you have given consent and upload your poster via the link that will be sent to you post-congress.

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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 [Access date 28 May 2014]

This is landscape