

Top Tips for Designing a Conference Poster

Dr Hannah McGivern

Outreach Librarian

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.acconference.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

Small Text
Medium Text
Large Text

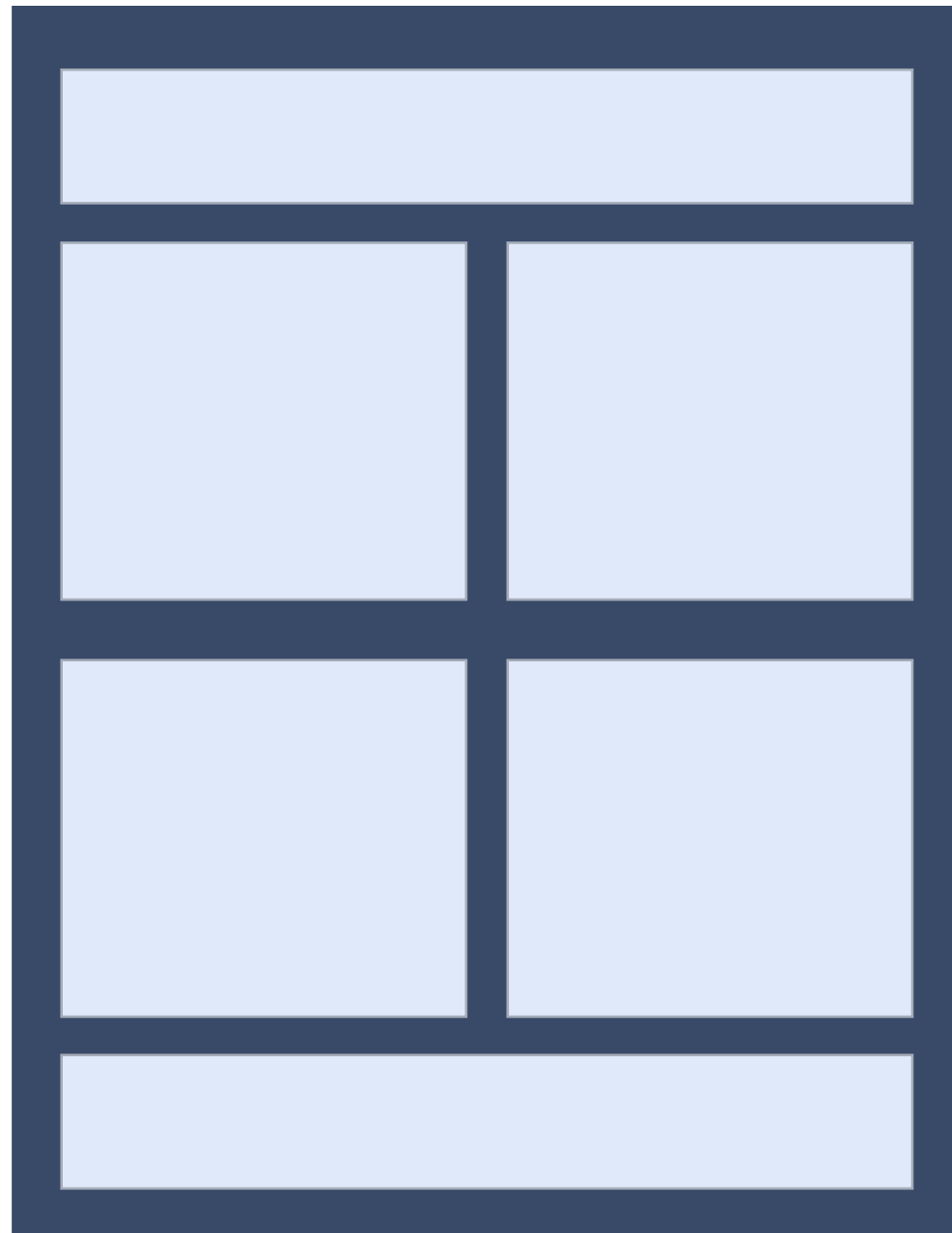
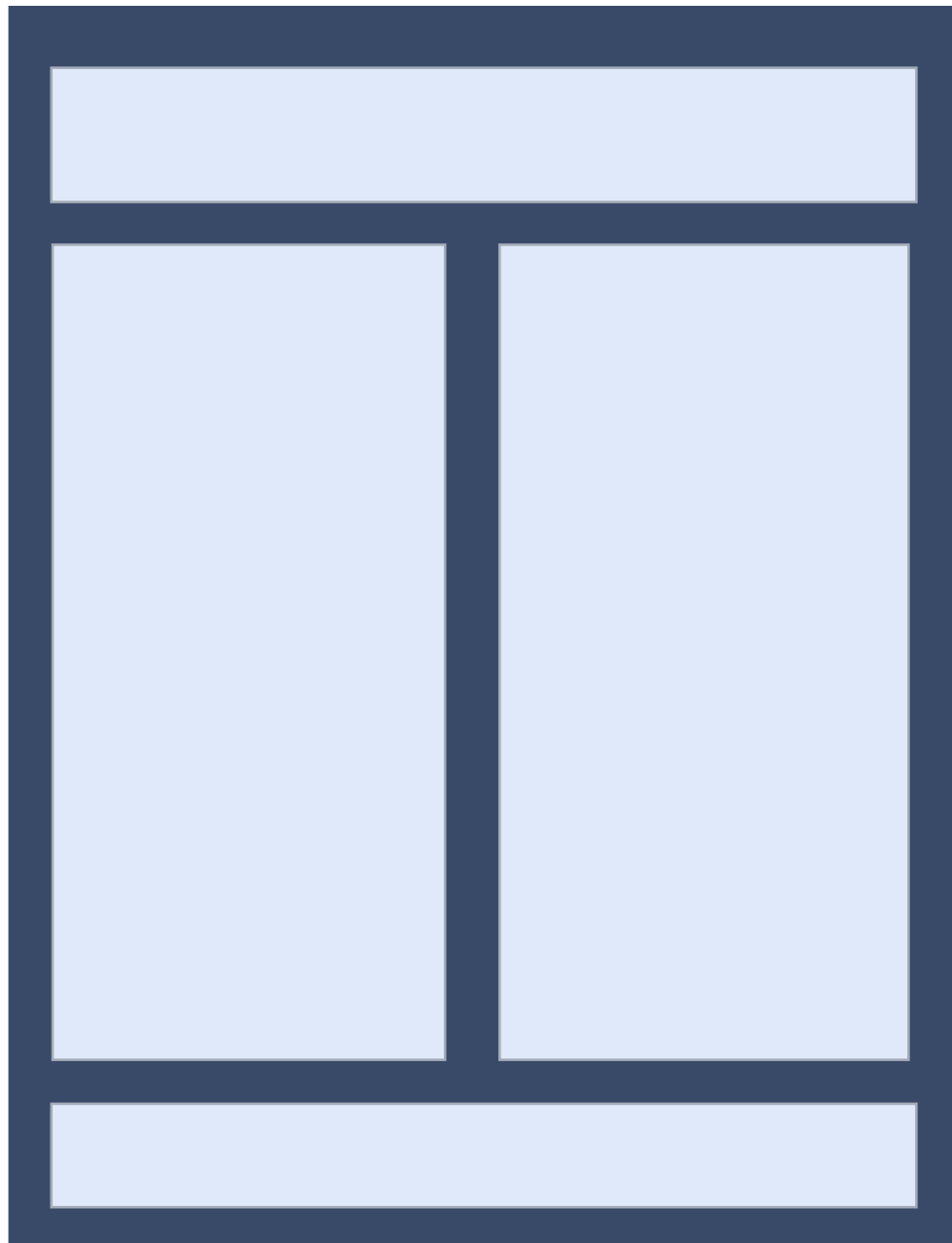
Small Text
Medium Text
Large Text

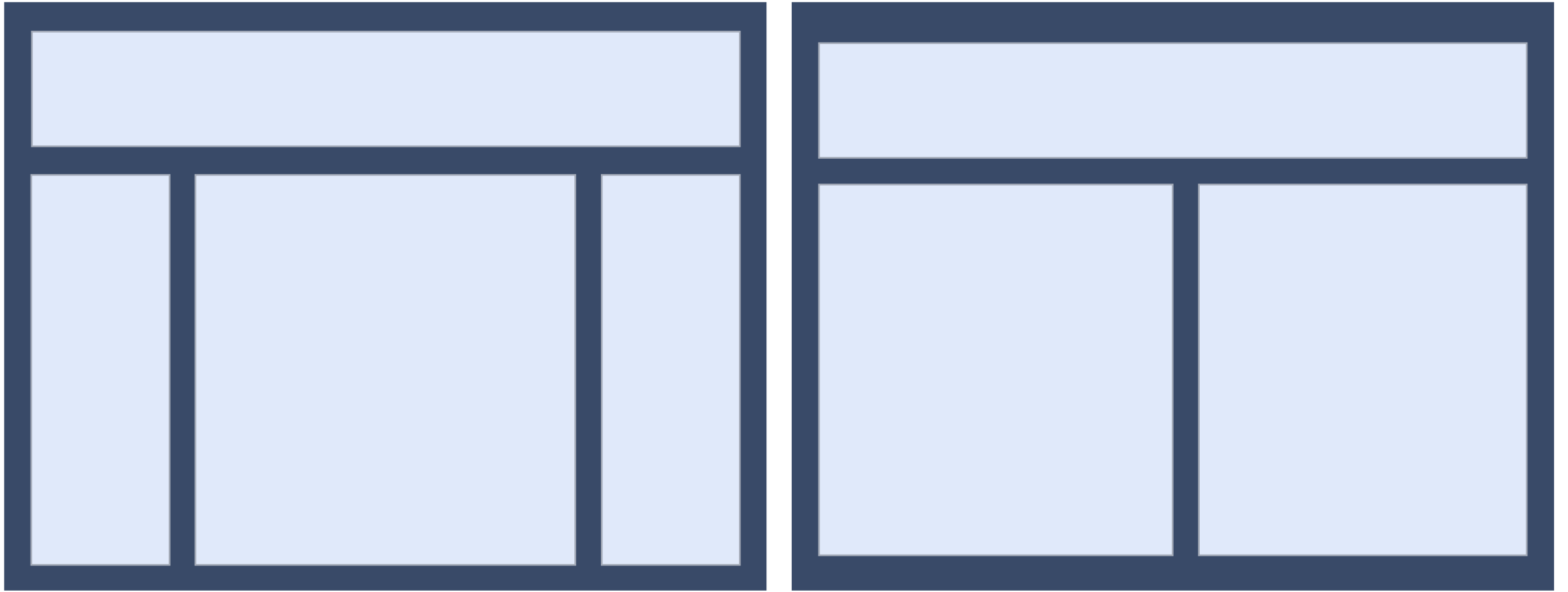
Small Text
Medium Text
Large Text

Small Text
Medium Text
Large Text

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 Smith² & Jane Doe³

*hannah.mcgivern@bodleian.ox.ac.uk

¹ Bodleian Health Care Libraries, University of Oxford, Oxford, OX3 9DU, United Kingdom

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](#)


Google

Advanced Image Search

Find images with... To do this in the search box.

all these words:	<input type="text"/>	Type the important words: winter hoarfrost
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "frost flower"
any of these words:	<input type="text"/>	Type OR between all the words you want: trees OR weeds OR grasses
none of these words:	<input type="text"/>	Put a minus sign just before words that you don't want: -windows

Then narrow your results by...

image size:	<input type="text" value="any size"/>	Find images in any size you need.
aspect ratio:	<input type="text" value="any aspect ratio"/>	Specify the shape of images.
colours in the image:	<input checked="" type="radio"/> any colour <input type="radio"/> full colour <input type="radio"/> black & white <input type="radio"/> transparent <input type="radio"/> this colour <input type="checkbox"/>	Find images in your preferred colours.
type of image:	<input type="text" value="any type"/>	Limit the kind of images that you find.
region:	<input type="text" value="any region"/>	Find images published in a particular region.
site or domain:	<input type="text"/>	Search one site (like sfmoma.org) or limit your results to a domain like .edu, .org or .gov
file type:	<input type="text" value="any format"/>	Find images in the format that you prefer.
usage rights:	<input type="text" value="all"/> <input type="text" value="Creative Commons licences"/>  <input type="text" value="Commercial and other licences"/>	Find images that you are free to use.

copyright@bodleian.ox.ac.uk

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](#)
- Symposium poster [examples](#)

Any questions?

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

References

- <https://journals.sagepub.com/doi/10.1177/1750458921996254>
- <https://www.socialsciencespace.com/2018/05/4-steps-to-designing-an-award-winning-poster/>
- <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>