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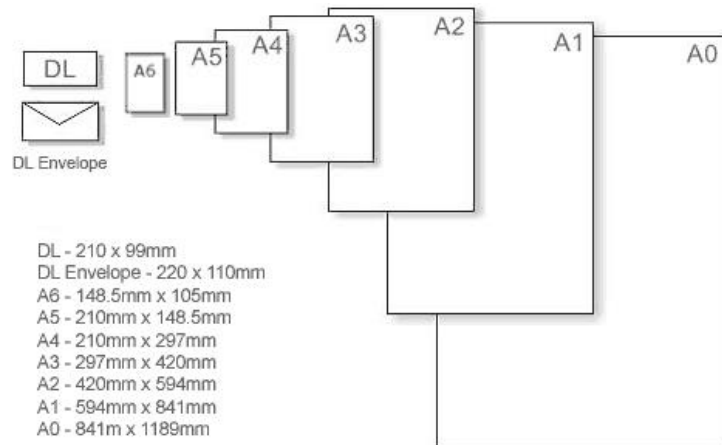
Poster Presentations at Conferences - a primer

Introduction

This guide is for you if you are thinking about submitting a proposal to present a poster at a forthcoming conference. It takes you through the basics of w*hat a poster is*, w*hy present a poster* and *how to create a good poster.*

What is a poster?

Literally, a poster is a large A0, A1, or A2 sheet that presents a research project or work based project. See the diagram for comparative sizes.

DL - 210 x 99mm
DL Envelope - 220 x 110mm
A6 - 148.5mm x 105mm
A5 - 210mm x 148.5mm
A4 - 210mm x 297mm
A3 - 297mm x 420mm
A2 - 420mm x 594mm
A1 - 594mm x 841mm
A0 - 841m x 1189mm

- Proposals for posters are submitted to prior to a conference and are peer reviewed before acceptance or rejection. You need to look out for calls for proposals.

- Presenters are allocated an area of a conference or exhibition to hang posters. At different times in the conference delegates are encouraged to visit the area and meet presenters to discuss there content.

- Posters have to be presented in person. However, they can be presented by one author on behalf of co-authors or a research team.

- Presenting a poster might entitle you to a reduced conference fee, but does not usually mean the fee will be waived.

- Posters can be home-made but are generally printed professionally. You will need to meet the cost or secure funding for printing, c50 GBP.

Why present a poster?

There are good reasons to submit a poster proposal. While you may not be accepted on your first attempt going through the process will help you towards success next time.

- A poster is an ideal format to present a work based project or a well-received theses or dissertation.

- Posters are a scholarly or academic piece of work and should be included in a CV or list of publications. Posters may also be published with conference proceedings or on the conference website.

- Presenting a poster is the first step in the Publication Cycle. Work presented as a poster might be developed into a conference presentation or a journal article for publication in the future.

- Presenting a poster is an opportunity to network with like-minded people and to get feedback on your work.

How to create a good poster

There is plenty advice on the web for writing posters. See the *Resources* section for useful links. Here is a *very* short summary of the key points to get you started.

- Clear and short title readable from 1.5 meters away
- Write a short and engaging introduction
- Use no more than c600 words
- Have a logical layout of 5 or 6 sections
- Use graphics, images and pictures to explain your ideas
- Use an existing template from the web if you can
- Don't use block capitals
- Avoid elaborate fonts and dark backgrounds
- Keep a simple colour pallet
- Use good examples as models for your poster
- Share your poster with interested colleagues to get comment and feedback
- Include your contact information, your poster may be viewed when you are away

Resources

- Colin Purrington- **Designing Conference Posters** [http://colinpurrington.com/tips/poster-design]

- Leicester University **– Designing a Poster** – Tutorial [https://connect.le.ac.uk/posters]

- University of Manchester – **Academic Posters** [http://www.supi.manchester.ac.uk/forteachers/academicposterguidance/]

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