



vh2021

How to Prepare your Poster for Maximum Impact

For Accepted On-Demand Poster Presenters:

- Create a 1-minute overview video (.mp4 file) – introduce yourself and your work and suggest to viewers that they contact you via the “Meeting Hub” in our virtual event platform.
- The Meeting Hub is a networking area where you can have text chats or video calls with other delegates when they are also online, or even set up a meeting for a future time during the conference period. This is a great way to connect with other delegates and to have a chance to answer questions about your work.
- Poster files and video files must be provided to the conference organisers by the due date, **Thursday 6 May 2021**, so that they can be uploaded to the virtual platform for delegates to download / view.

Preparing your poster content:

- Determine whether you want your research or program evidence to effect changes to policy and practice.
- Focus your content on what you want as the take home message.
- Keep abbreviations and acronyms to a minimum.
- Compulsory content:
 - ❖ author's name/s
 - ❖ author's organisation/s
 - ❖ organisation's logo/s
 - ❖ contact details (website, email, phone, postal)
 - ❖ poster publication date
- The title included in the abstract must be shown on the poster. This could be used as a subtitle with a briefer main title. The title needs to accurately reflect the content of the poster and capture attention. Write the title in Title Case not capitals.
- Keep all text (headings and body text) to a minimum. Group text into digestible bites using small paragraphs, bullet lists, or text boxes. Bullet lists do not always need the 'and's' and 'the's'.

Guidelines on the presentation design:

- Your poster must be designed in portrait layout. As the file will be viewed digitally, the page size does not matter, but we suggest a printable size such as A3.
- The file size should not exceed 5MB.
- Delegates will be able to download your poster file from the virtual platform to view in a new window.
- Include your email address on your poster if you wish to.
- In preparing your poster, you should not attempt to detail your entire research history. Present only enough data to support conclusions or to explain the point(s) you wish to make. Data should be kept to a minimum in favour of diagrams and photographs. Aim to put across a simple message in an eye-catching manner.

- Determine ways of maximising the impact of your poster.
- A great poster catches your eye and is:
 - ❖ Clear and simple
 - ❖ Easy to read
 - ❖ Organised with a logical flow
 - ❖ Relevant to viewers in its content
 - ❖ Taking advantage of the visual medium
 - ❖ Providing viewers with 1 or 2 main messages
- Design your poster with graphics. Use photos, cartoons, figures, tables, diagrams. Label them if necessary
- Use colour

Other tips to help you maximise your impact:

- If a poster prize is offered, nominate yourself (if nominations are required!).

Producing your poster

- You may be able to use the services of a graphic designer. Allow plenty of time for discussions about your content, the design, and agree on timelines. If not, posters can be prepared using Microsoft software such as PowerPoint or Publisher. Proofread and obtain approval from all authors before preparing the final file. Ask someone else to proofread for you... after all your hard work you may be 'blind' to errors.

Supplying Your Files:

- Refer to our guide on [How to record your presentation](#) for more information on making your 1-minute overview video.
- Refer to our guide on [How to name and supply your files](#) to upload your poster and overview video correctly.