

# POSTURE & MOBILITY GROUP

## **Designing and Presenting a Poster for NTE.**

Posters are increasingly used by health care professions for a variety of purposes and can be a very effective delivery of information. The PMG committee wants to encourage everyone to tell the conference delegates about their projects, case studies and research in a poster presentation.

Here are a few tips to help you on your way.

- **What is a poster presentation?**

It is a visual and static presentation of research, case studies and projects which is more focused than a conference paper and presents key results rather than a background.

The poster display to be no larger than A0 size portrait. (841mm wide x 1189mm high).

- **The Environment**

There is no captive audience and the primary mode of communication is visual. You will be required to stand next to your poster during specified viewing times and answer questions about your work. It is helpful to have more detailed information available on hand-outs.

- **How do I start?**

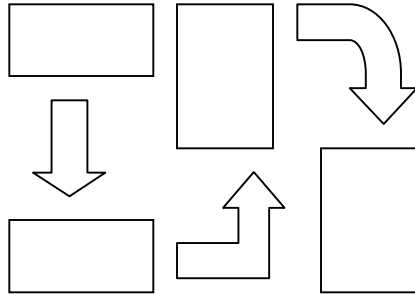
Define your subject matter and content and selectively gather material. Use pictures and charts where possible as these may say a lot more than a lengthy description and will draw people to the poster. Decide on an order for your material that can be easily followed by your audience as they may not be familiar with the subject.

- **Design**

Use Power Point and colour schemes to create an overall impression of unity and to define or emphasise key points. A poster must be readable at one to two metres distance so use a clear and readable type face no smaller than 18 point. Using capitals and lower case makes text more legible than ALL UPPER CASE. Align writing and pictures with the edges.

- **Layout**

The layout for NTE needs to be portrait NOT landscape.  
The poster reads from left to right and down the columns, top to bottom.  
Figures and tables should be slightly more than 50% of the poster area.



- **Presenting your information**

Grab people's attention by using pictures, tables colour and headings. Use short sentences and avoid jargon. Clarity and simplicity is needed. RESIST THE TEMPTATION TO OVERLOAD THE POSTER.

Make sure your poster contains your work / organisation address /logo /email /web address.

During a conference a poster provides opportunities to discuss topics which is not time limited in the way a paper presentation question and answer session is.

- **Printing**

The space available to present your poster may dictate the size or the size may be dictated by the conference organiser. Use A1 if possible as any smaller and it is difficult to read. The posters at last years PMG event were A0. If your poster has been done on power point then you can email it to your local printer. Laminated posters have a professional look.

Making a poster effective may mean a change of thinking about how to present results of practice or research by changing from presenting all the data to selecting only the salient points and from writing sentences to writing concise bullet points. Paper presentations rely primarily on verbal literacy, while posters primarily use visual literacy to convey meaning.