

## Designing and presenting a poster

Posters are increasingly used by healthcare professionals for a variety of purposes and can be a very effective method of delivering information. The PMG conference planning team wishes to encourage more poster presentations as they are an excellent way for members to publish and share information about their projects, case studies and research. Below are a few tips to help you on your way.

### How do I start?

Define your subject matter and content, then selectively gather material. Use pictures and charts where possible, as they can 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, who may not be familiar with the subject.

### Design

Use colour schemes to create an overall impression of unity and to define or emphasise key points. A poster must be readable at a distance of one to two metres, so use a clear and legible font. Using sentence case makes text easier to read than all upper/lower case. Align writing and pictures with the edges.

### Layout

The layout for PMG posters must be **portrait** NOT landscape. The poster reads from left to right and down the columns, top to bottom. Figures, tables and diagrams should take up slightly more than 50% of the poster area.

### Presenting your information

Grab attention by using pictures, tables, colour and headings. Use short sentences and avoid jargon. Clarity and simplicity is essential, so resist the temptation to overload the poster. Add your work/organisation details, including address, logo, email and web address (if applicable).

**NB PLEASE DO NOT INCLUDE THE PMG LOGO ON YOUR POSTER**

### Printing

The poster should be professionally printed on paper no larger than A0 size (portrait) and no smaller than A1 size (portrait). Laminated posters create a more professional look.

### How will the poster be mounted?

The PMG organising committee will provide self-adhesive Velcro pads to attach your poster to the presentation board.

### What else must I do as a poster presenter?

You will be required to stand next to your poster during a specified viewing time and answer questions about the study from conference delegates. It may also be helpful to have more detailed information available as hand-outs, or smaller versions of the poster itself. PMG will provide display racks which will hold flyers up to A4 size.