



CSP 10-12 October #Physio24
Annual Conference

How to Create an Outstanding Poster



cahpr
Council for
Allied Health
Professions Research

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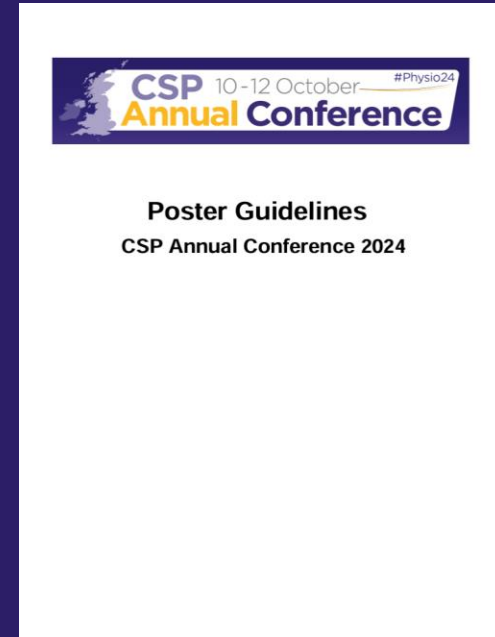
1. Yorkshire and Humber Community Allied Health Professions Research, York St John University 2. Research and Development, Chartered Society Physiotherapy.

Session Objectives

- To consider the content of a scientific poster, how it connects to your abstract and how to convey your key messages with impact.
- To learn about poster design, including organisation and elements such as text, figures, images, space, colour, alignment and to understand more about designing for accessibility.
- To analyse and highlight the features of an outstanding poster.
- To provide tips and information about submitting and presenting a poster at the CSP conference, including the poster award process.

Getting started

- Abstract
- Check poster guidelines
 - Every conference is different!
- Ask yourself
 - What are my key messages?
 - Who is my audience?
 - How can I use this **visual medium** to maximal effect



Poster content considerations

Tip 1 - How many sections?

- Title
- Introduction
- Methods and materials
- Results
- Conclusions
- Literature cited and acknowledgments.

Poster content considerations

Tip 2 - Poster title

- Should be brief, interesting, catchy
- 1-2 lines
- Develop a short, large, results-oriented title
- Avoid clever titles
- In your case – Title submitted in the abstract

Poster content considerations

Tip 3 - Introduction

- Get your viewer interested
- Avoid a lengthy literature review!
- It should be sharp and succinct with a few sentences
- Use the most relevant references.... not too many, be brief
- Introduce your hypotheses, aim(s) or questions, end of this section.

Poster content considerations

Tip 4 - Methods and materials

- Outline
 - your design
 - procedures,
 - group/participant characteristics,
 - equipment/material or outcome measures used.
- Outline any statistical analysis used.
- Be brief, use bullet points, tables and figures.

Poster content considerations

Tip 5 - Results

- Start with your hypothesis or question(s).
- Give an overview of the findings
- Include figures where possible
 - *'95% of the students completed the survey,'* and then add more details, e.g. *'75% of them reported that...'*
- Illustrate findings with detailed and well-designed graphs, figures.
- Keep paragraphs brief and short
- Refer to the numbered figure/graph within your text.

Poster content considerations

Tip 6 – Discussion/Conclusions

- Remind the reader of your hypothesis(es) or question(s).
- Address these questions:
 - Why are your findings important?
 - What is the relevance of your findings with previous work?
 - How is it applicable to clinical practice or other areas?
 - What should happen next?
- Be concise, use bullet points.

Poster content considerations

Tip 7 – Appearance and text

- Posters should be bright, colourful and uncluttered
- Use large, easy-to-read font throughout and minimize text
- Use headings to organize your poster and guide viewers
- Check grammar and other errors
- Follow the guidelines of the organisers for size and presentation.
 - A0 - Main title: 78 pt, Author: 72 pt, Subheading: 36 pt, Body text: 24 pt.

Poster content considerations

Tip 8 – Appearance and text

- Prepare a summary hand-out or an A4 print out of your poster

Tip 9 – Presenting your poster

- Know when the poster viewing sessions
- Be prepared to speak and answer any questions

Tip 10 - Author's information

- Include your contact details on the poster
 - name, job title and place of work

Poster content considerations

Final Tip

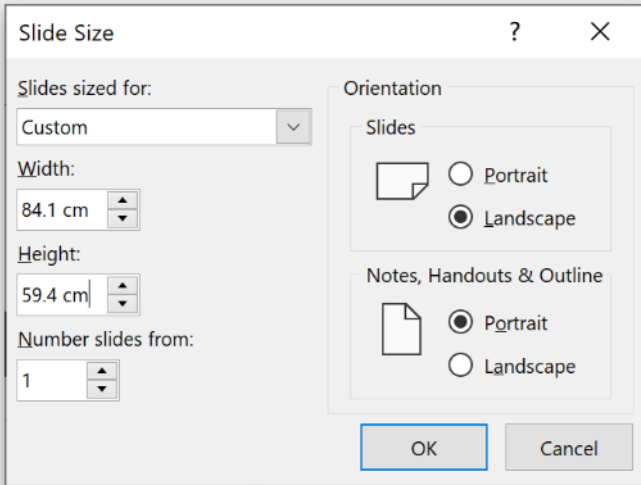
Content from abstract but considering poster format

Content presented is based on <https://cahpr.csp.org.uk/content/cahpr-top-ten-tips#anchorlinkname11>

Poster design considerations

Configuring size and orientation

These are set from the **Slide Size** dialogue:
Design > Customize > Slide Size > Custom Slide Size... (Called **Page Setup** on a Mac and also accessible from **File > Page Setup...**)



Use the **Custom** size option, set the **Orientation**, and enter the **Width** and **Height** values. In this case we've gone with an A1 landscape page: a page that is wider than it is tall.

You can ignore any other options in this dialogue box and hit **OK**. PowerPoint will prompt you to choose a resizing option (**Maximise** or **Ensure Fit**). Since you don't yet have anything on your page you can choose either of these options — it won't matter which.

Always design at the size of the final poster — PowerPoint is not very good at changing the size of things after the fact, and enlargement will never work well.

Design for Accessibility

Font

Easy to read fonts include Arial, Calibri, Helvetica, Times New Roman

Font size

Text 30pt minimum

Title 40pt minimum

Colour contrast

Needs to be good for readability

Read more: <https://webaim.org/resources/contrastchecker/>

Language, acronyms, visual elements, layout



Evaluating a Poster

1. Relationship between the abstract and the poster
 - Poster identity needs to reflect accepted abstract and must be self-explanatory
2. How information is communicated
 - Language, text, headings, text and graphics integrated, informative
3. Illustration
 - Figures/ tables/ graphs/ images included and clear
4. Design and visual presentation
 - Layout, alignment, space, use of colour, font type and size

Poster Award marking criteria

Criteria	0	1
Relationship between Poster and Abstract (0-1)	Poor	Satisfactory
Poster identity reflects the accepted abstract.	Poor connection between poster and abstract content. Abstract number and/or title missing Author and affiliation details missing Ethics number (if applicable) missing. No contact for questions	Abstract and poster content well connected Abstract number and title present and correct Author and affiliation details included. Ethics number included (if applicable) Contact for questions present

Criteria	1	2	3
How information is communicated (1-3)	Poor	Satisfactory	Excellent
Language accessible, text summarised, information conveyed effectively.	<p>Poster difficult to interpret Messages unclear or lost Large volumes of unedited text Expression, spelling or grammar interfere with communication. Excessive jargon, multiple abbreviations obscure message Few headings to assist reader</p>	<p>Key information conveyed Text edited, summarised Includes titles/ headings Expression, spelling and grammar acceptable Includes both text and illustrations</p>	<p>Poster self-contained, self-explanatory. Titles and headings easy to read, add meaning. Uses short paragraphs, numbering/bullet points/lists effectively. Text balanced with illustrations. Language accessible, messages conveyed effectively. Excellent use of poster format to add impact to message</p>

Criteria	1	2	3
Illustrations (1-3)	Poor	Satisfactory	Excellent
<p>Figures, tables, photograph/images. Included, clear and informative.</p>	<p>No illustrations Figures, tables or images unclear, crowded, unfocused. Illustrations poorly constructed, distort data, data not readable Illustrations lack titles/legends Illustrations and text poorly connected</p>	<p>Includes images/table/figures Illustrations are mostly clear. Illustrations connected to text Illustrations add meaning, data can be interpreted. Titles/legends are present</p>	<p>Illustrations are in focus, high-quality, easily interpreted Illustration type chosen effective and informative Titles/labels/ legends present and meaningful. Figure scale is evident and informative. Illustrations are well integrated and add to impact.</p>

Criteria	1	2	3
Design and visual presentation (1-3)	Poor	Satisfactory	Excellent
Layout, alignment, use of colour, text and font.	<p>Layout interferes with communication.</p> <p>Elements poorly aligned, crowded, distracting</p> <p>Reading order unclear</p> <p>Font interferes with message e.g., too small, overuse capitals, bold</p> <p>Colour/ shading interfere with interpretation e.g., lack contrast</p>	<p>Layout clear e.g, columns, introduction top left</p> <p>Title, Headings, text size and font style easy to read.</p> <p>Poster well-constructed, elements and illustrations aligned</p> <p>Colour and shading help to convey message</p> <p>References/ further information are succinct/unobtrusive if included e.g., via QR code/ link</p>	<p>Layout and alignment appealing, aid interpretation.</p> <p>Excellent use of shading/colour to add meaning e.g., in tables and graphs</p> <p>Design maximises accessibility e.g. colour contrast, font type, size</p> <p>Visual presentation is attractive and makes the poster stand out.</p>

Poster Specification

You will need to create and print out:

- A0 size poster in portrait orientation (1189mm height and 841mm in width)
- Template: www.csp.org.uk/present

Displaying your printed poster at Manchester:

- You will be given a board number
- We will provide attachments



ePoster submission system

- Prepared poster 1 slide PPT/ PPTX or PDF, portrait
- Login to ePoster upload system: https://csp2024.abstractserver.com/eposter_upload/#/login
- Login code or token (unique to your abstract, from email)





ePoster Upload System

← Login

Please log in to submit your e-poster.

Token

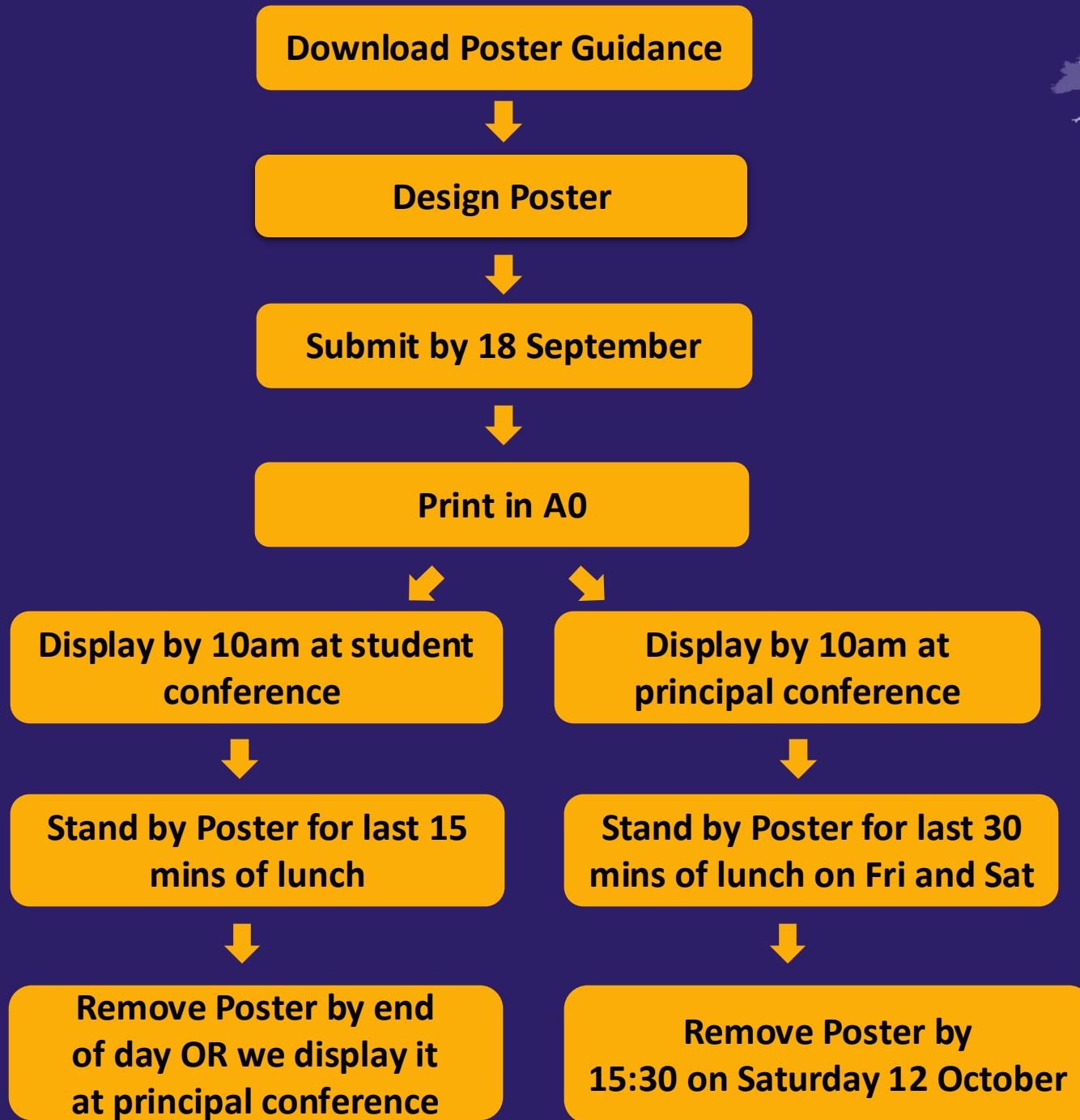
← Login

ePoster submission

Deadline: 18th September

If you have not uploaded by this date, you will not be considered in the poster awards





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Questions

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