



## **SVEPM POSTER INSTRUCTIONS**

POSTER SPACE IS APPLIED FOR AT THE SAME TIME AS REGISTERING FOR THE SVEPM CONFERENCE. BEFORE REGISTERING, PLEASE READ THESE POSTER INSTRUCTIONS CAREFULLY.

Whilst offering to display a poster at the SVEPM, if your poster is accepted by the conference organisers, you agree to attend the conference and provide a poster fitting the criteria mentioned in the instructions. You also give the right for SVEPM to reproduce the poster on the SVEPM website: <https://svepm.org.uk/conferences-posters-list/>.

Please address all inquiries regarding the poster session by e-mail to:

[secretary@svepm.org.uk](mailto:secretary@svepm.org.uk)

## **Poster Display – INSTRUCTIONS**

### **Introduction**

Conference posters at SVEPM allow a wide range of material to be presented during the conference, without reducing the time allocated to each of the formal papers. A high standard of presentation is expected for poster displays. A cash prize of £100 (or the equivalent in euro or local currency) will be awarded to the three best posters as elected by the judging panel.

### **Allocation of Display Space**

Each poster will be allocated display space on poster boards of 110 cm width x 130 cm height.

We recommended portrait posters size A0

**NO landscape posters!**

### **Specifications and Guidance for Layout of Posters**

- A poster is not an article, stick to one main message and keep it short. Use clear pictures/graphs to communicate, not to decorate; posters should be easily read from a distance of 2 to 3 metres.
- TITLE HEADINGS - at least 4 cm high (120 point – see example below)
- MAIN TEXT, ABSTRACT AND CONCLUSIONS – keep text to a minimum and at least 1 cm high (28 point)

### **Specification of Material to be Included in the Display on the WWW Site.**

- \* A miniature copy of the poster in pdf format should be provided for display on the <https://svepm.org.uk/conferences-posters-list/> site. (please send to [secretary@svepm.org.uk](mailto:secretary@svepm.org.uk))
- \* The electronic poster file should be named using the format:

**LastNameOfAuthor, Title including spaces.pdf**



### Fifteen Steps to an Excellent Poster!

1. *Main message* Which research findings do you want to highlight; this is your main poster message.
2. *Visual communication and choosing images* What will best capture your audience's interest from a distance? (Figures? Photos?) Be specific in your choice; a lot can be communicated with the 'right' image. Produce new images where necessary. Crop images to precisely communicate your message.
3. *Include a 'focus' item* Use a main visual object (covering 30% of poster), to attract the audience.
4. *Precision of images* Make figures easy to read/interpret; test first on colleagues/friends unfamiliar with your topic; do they get the message? Condense quantitative data into figures if possible.
5. *Titles tell the main message* Keep them short, specific, and easy to read.
6. *Words; the fewer the better!* (within reason) By this point, you have title and images including a focus item; what text is absolutely necessary to communicate your message? A poster is not a research article, it's a sign-posting mechanism for your work. Don't write full text, use bullet points.
7. *Design templates* Do you have an institute template/logo? These quickly show affiliations and create credibility, but should not be treated as law, particularly if large/attention stealing; if you are not happy with the suggested layout/colours, can you change them?
8. *Test your design layout* Play around with your design (move images, change their size - but keep them large enough!); try different versions. People expect to find the title at the top, but wherever you put it, use a large font. Where does the text work best? Help your audience find a logic way through the information in your poster. Your focus item should attract attention from 5m away, and all images/text should be easily read/understood from 1m. Consider that in many cultures, text is read from top to bottom, left to right, however images can draw the eye as well e.g. a cat looking out can lead the eyes of the reader out of the poster instead of into it.
9. *Colour matters* A limited colour scheme (a few highlighting colours) creates calm, making posters less 'messy'. Try different backgrounds to see what happens in relation to images; change image colours if necessary. Remember colour-blindness: avoid red/green combinations. *Be aware of colour systems* There are different systems for colour information E.g. CYMK, RGB. Although there are "translators" between these systems, a colour on your screen may not be the same when printed. If elements of your poster have colour information in different systems, they may print differently.
10. *Refine text* Once you have a draft of your layout, focus your main message. Avoid long/complicated sentences. A poster brings attention to your work and findings. People can ask you for detail during poster sessions, you can add links to more information and provide printed versions.
11. *Text readability* All text including in figures should be large enough font to be read from a 1m distance (excluding contact details/acknowledgements etc). Use a plain background for text, if necessary by inserting a textbox. Don't shrink font size or images in order to add more text.
12. *Font/typeface* Sans serifs typefaces are recommended for titles, with serifs for main text. Don't mix too many fonts; this can look messy.
13. *Affiliations, contact details and acknowledgements* Use smaller fonts and don't forget anyone! Finding you; your photo on the poster will help people find you and help you share your work.
14. *Test. Test. Test.* Print your poster (in smaller format just to test, but with colours). Look at it from a distance with your eyes half closed, what captures your eyes and in what direction do they go? Do they go to the main message first? Have other people (not co-authors) looked at it? What main message do they take home? Do they understand the images? Is it easy to read? Suggestions for text, layout and design including colours?
15. *One-minute rule* It should be possible for someone to read and comprehend the main message and content of your poster in no more than one minute. If they cannot, why not? What can you simplify to achieve this?



## The Society for Veterinary Epidemiology and Preventive Medicine Annual Conference – Poster Information

### Arrangements for Displaying Posters

PLEASE NOTE: We will accept all posters provided that they meet the standard conditions.

- \* The poster display will be placed close to the lecture theatre area and will be available for the duration of the conference. In addition to coffee and lunch times, two special time slots will be set aside for delegates to view the posters, when authors will be expected to be present at their posters to answer questions.
- \* It is the responsibility of all authors to ensure that their poster is displayed by the formal start of the SVEPM conference.
- \* **PLEASE NOTE: AUTHORS OF POSTERS ARE EXPECTED TO ATTEND THE CONFERENCE: POSTERS WILL NOT BE DISPLAYED UNLESS AN AUTHOR IS PRESENT.**

### Facilities Provided by SVEPM

- \* Poster display space as stated above
- \* The poster attachment by the use of velcro or pins

### Additional Material:

- **Handouts:** Based on previous experience, handout copies of posters either as an A4 miniature or as an A4 three-fold are extremely useful.
- **Business cards:** Some delegates keep pockets with business cards attached to their posters, so that those interested can later contact them.
- **Passport size photos** can be attached to the poster so that conference delegates can easily identify the author.

### Important Dates for Poster Displays

- All applications for poster space must be received **before** the last day of February each year.
- Confirmation of reserved poster space will be sent to applicants by e-mail.
- FULL electronic copies of each poster **MUST BE RECEIVED as specified by the local organisers**, to allow for checking, reproduction, and display on the WWW site as soon as possible after the conference.
- It is the responsibility of all authors to ensure that their poster is displayed by the official start of the conference on the Wednesday.