

**Poster Guidelines**  
**Respiratory Educators conference 2010**  
(Adapted from the TSANZ Poster Presentation Guidelines)

**General Points about Posters**

**1. How to make a successful poster**

A successful poster should be self-explanatory and communicate its message without requiring the author to explain the material. Simple diagrams will frequently explain more than reams of text. Lettering should be at least 10-15 mm high and in bold type. Charts, drawings, etc, should be similar to slides, but more heavily drawn and without unnecessary details. Simplicity is the key. Brief captions, clear tables, with fewer rather than greater number of lines of data. The sequence of the poster should flow logically. Check with your work place for facilities that may be available to assist you in presenting your information. Graphics designers have expertise in formatting information for poster presentation for a variety of professions.

Most posters can be successfully divided into the following sections:

- A brief introduction and statement of aims
- Methodology/supporting evidence/best practice
- Results/outcomes
- Statement of conclusion

The message the author wants the audience to carry away should be clear. Posters ideally should not try to convey more than one message.

**2. Guide for preparation of poster**

If you have an idea/research project that you would like to present in poster format, think about the following:

- a. Initial Sketch: Plan your poster; focus your attention on a few key points. Try various styles of data presentation to achieve clarity and simplicity. Does colour help? What needs to be expressed in words? Suggest headlines and text topics.
- b. Rough Layout: Enlarge your best initial sketch, keeping the dimensions in proportion to the final poster. Ideally, the rough layout should be full size. Ask colleagues for their comments. The poster is still at an experimental stage.
- c. Final Layout: The artwork is complete, the text and tables are typed. Now ask, is the message clear? Do the important points stand out? Is there balance between words and illustrations? Is there spatial balance? Is the pathway through the poster clear?
- d. Balance: The figures and tables ought to cover slightly more than 50% of the poster area. If you have a few illustrations, make them large. Do not omit the text but make it brief. The poster should be understandable without oral explanation.
- e. Typography: Avoid abbreviations, acronyms and jargon. Use a consistent style throughout. If working without an artist, a 24 point Helvetica or Arial font printed onto A4 sheets and enlarged to A3 size is acceptable.

- f. Movement: The movement (pathway) of the eye over the poster ought to be naturally down the columns or along the rows.
- g. Simplicity: The temptation to overload the poster should be resisted. Ask yourself, what do I want the viewer to remember?
- h. Prepare a heading for your poster that runs most of the width of the sheet. Include title, authors and affiliations. Lettering for the title should be approximately 3-4cms in height.
- i. Maximum size of your poster should not exceed 2M wide by 1M high.

Criteria for judging as outlined below.

	Weight
Merit of the topic, including <ul style="list-style-type: none"> <li>• Originality</li> <li>• Explanation of topic</li> <li>• Significance/impact of the topic</li> </ul>	60%
Ability of applicant to discuss the work and relevant literature	30%
Clarity and quality of poster presentation, including <ul style="list-style-type: none"> <li>• Appropriate level of detail</li> <li>• Clarity and ease of assimilation of data and graphics</li> </ul>	10%
Total	100%

**If your poster is accepted:**

- On your arrival at the conference, please approach an Asthma Foundation staff member at the registration desk to assist you in mounting your poster.
- Posters will be mounted on Thursday (09/9/10) morning and taken down on Friday (10/9/10) at the completion of the conference.
- You will need to be available to discuss the poster during lunch and afternoon tea on Thursday.
- Judging will take place Thursday afternoon and the presentation will occur at the social function on Thursday evening.