



Tips for Developing an Effective Poster

Planning your Content

- Your abstract will be available on the attendee website and conference app. You do not need to repeat the full content of your abstract in your poster.
- Think of the poster as a conversation starter with other attendees and potential collaborators, not as a comprehensive report of your research.
- Draft an initial outline in advance to give yourself time to try out different styles of data presentation until you find one or two that work well.
- Identify the key points and messages you want to convey to guide the content you include.
- Keep your audience in mind as well as the kind of forum/conference you are attending as you think about the messaging and the level of information you display.

Text

- Divide your poster into clearly delineated sections such as aims, introduction, materials and methods, results, discussion/conclusion, references, and acknowledgements.
- Use a consistent font throughout. A 20-point font size is recommended since text can be legible from over 3 to 5 feet (0.9 – 1.5m) away. Sans Serif fonts (e.g. Arial, Aptos, Calibri, Franklin Gothic, Open Sans) are more legible from a distance.
- Authors who wish to share their contact details with delegates can include the information on their posters or use a QR code.

Design

- Include diagrams, pictures, and tables to help illustrate and summarize key information.
- A light background with dark-colored text is usually easier to read.
- Make sure to distinguish headings and subheadings from the rest of the text by using different fonts (including bold), font sizes, and/or colors.
- Be consistent with the colors/color schemes you use.

Message Flow

- The movement (pathway) of the viewer's eye over the poster should be down the columns or along the rows. Keep this in mind as you design the poster and structure the messages.
- Arrows, numbers, letters, and pointing hands are examples of ways to help clarify the sequence of the poster content.

Simplicity

- Be mindful not to overload the poster with illustrations or text.
- Make sure that the information is easy for your audience to digest.
- Ensure the content can be presented in a few minutes at a comfortable, conversational pace.

Final Touches

- Ask your supervisors and colleagues to review your poster to help determine whether the message is clear and if the important points stand out.
- Step back from your poster to see if there is a good balance of words and illustrations.