CBA10 Poster guidelines

Contents

Poster Guidelines

What is a conference poster?

A conference poster is a one page document that communicates your research or project/programme intervention. It must address the conference theme of enhancing urban community resilience. It is generally composed of the following:

1. Short title.

2. Introduction to your research or project.

3. Overview of the methods used in your research or project.

4. Main research findings or project outcomes.

5. Acknowledgement of assistance and financial support gained from others (including logos).

6. Contact details for who brought / is presenting the poster.

A conference poster should not be used to showcase the text of a research paper or an organisation report.

In order to maximise the time attendees spend viewing your poster ensure you have a combination of text, graphics, diagrams and pictures, which can be read in approximately five minutes.

Keep in mind the main purpose of your poster, for instance is it to report findings, present an argument, convince an audience, promote best practice, or a combination of these?

Anyone already attending the conference can bring a poster. But it needs to be submitted by email in advance for approval. You will need to be sufficiently familiar with your poster to stand up and briefly present it to conference participants in a plenary session and answer questions on it later.

The standard poster size should be: A1 format (Width: 594mm x Length: 841mm). You can make your poster smaller; however, you risk visibility if it is not of sufficient size. Landscape formatting is preferred by the conference organisers.

A conference poster is almost always submitted on one sheet of paper due to space shortages.

Why submit a conference poster?

Formal oral presentation slots in panel sessions at the CBA10 conference may be hard to obtain on the basis that not everyone can present due to time constraints. Many oral slots are also for panellists or discussants and are therefore inappropriate for sharing project outcomes and research results. The conference thus includes one or two poster sessions. If your poster is accepted, you will be asked to present for roughly 2-minutes on your poster content during a conference plenary session. People can find you and follow up later if they have an interest in knowing more. Posters will also be available for viewing throughout the conference and online. They are the best way to share research or project results.

Who will be my audience?

Expect your audience to contain mixture of the various types of participants who attend the annual conference on community-based adaptation. These include researchers, practitioners, donors, academics, policy makers and community members. Some viewers will have a detailed knowledge of your field of specialization, and may work in fields closely related to yours. Others may not, so it is important to provide some background context to your work and to explain all jargon, abbreviations and acronyms. Remembering who your audience is is paramount when designing and producing your poster.

How do I submit my poster?

Posters will need to be submitted by email and approved before they can be displayed and presented in a plenary session. This is so that we can link to them from the CBA10 website and also group them appropriately prior to presentation.

Please submit your poster to cbaconference@iied.org by 5th April at the latest to gain approval for its display and presentation at the conference. Earlier submission would, however, be appreciated by the conference organisers. Once poster sessions are full, no more submissions will be accepted, so earlier submission will also help secure you a presentation slot.

You will need to bring hard copies of your poster to the conference in person. We cannot help you print these out in Dhaka.

Posters must address the conference theme 'enhancing urban community resilience' or they may not be accepted for a presentation slot.

About the poster competition

There will be a poster competition towards the end of the conference where each poster will be judged on its relevance, findings and structure. The conference organisers will assess which poster is the best and a small prize giving ceremony will be arranged during the conference to announce the winners and award the prizes.
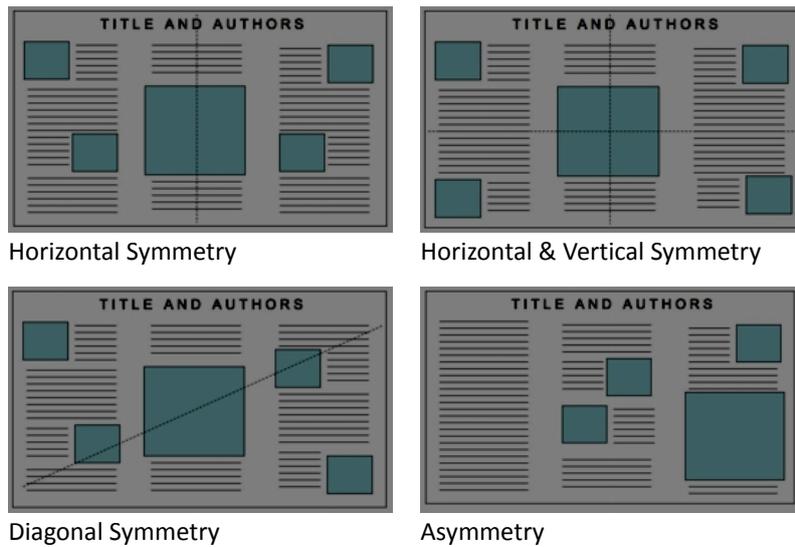
Preparing your poster

There are a number of programmes for designing large-format posters. Several are available freely online. Often PowerPoint is used as it is typically available while many templates can be easily downloaded from the web. Infographics can be produced with the aid of software such as Easelly Beta, Piktochart, Info.gram, and OmniGraffle.

Try to design your poster so that it is visually attractive to draw in viewers. Considerations include font choice, colour scheme, text alignment, page layout (including usage of columns and rows, proportion of white space (the part of a poster that is free of ink); and the use of bullet points, underlined text and bold type.

Make use of figures, diagrams, and pictures to illustrate your research or project and break up blocks of text. Graphics provide an excellent opportunity to eliminate the amount of text on your poster and make it more visually appealing. However, they should not be used for the sole purpose of having something nice to look at. Refer to supporting charts or images in text describing what it is they show; never show them in isolation. Although tables are useful, try to opt for figures whenever possible.

Posters should be orientated in landscape (horizontal) form. The flow of the poster should start on the left and finish on the right. Your poster should have balance and arrangement which occurs when images and text are reflected (at least approximately) across a central horizontal, vertical, or diagonal axis. This axis is known as the axis of symmetry (see below).

TITLE AND AUTHORS	TITLE AND AUTHORS
Horizontal Symmetry	Horizontal & Vertical Symmetry
TITLE AND AUTHORS	TITLE AND AUTHORS
Diagonal Symmetry	Asymmetry

Do not make the font size too small as posters will also be made available online. For a poster of A1 size the typical font size of the title, sub-headings, and main text are approximately 72, 54, and 28 respectively.

Keep your poster succinct by not conveying too much information. Limit your poster to a maximum of approximately 1,000 words, and avoid long blocks of text.

Use simplified language for those who only speak English as a second language. Avoid jargon and unexplained acronyms and abbreviations because there is sure to be someone reading your poster who does not know what they mean. Avoid vagueness such as "this figure shows our main result." Say something active and concrete, e.g. "We found that …"

Your poster may be easier to read with the appropriate use of bullet points and numbered headings. For instance: 1) Introduction, 2) Methods used, 3) Results, 4) Insights gained.

- The introduction should be used to raise interest in your project, issue, or question. Try to be short and concise. You may wish to succinctly place your issue in the context of existing knowledge or policy surrounding community-based adaptation.

- The methods section briefly describes how you either gained your research findings, or how your organisation's project works. The goal for your methods section should be for others to be able to understand your research or project well enough to replicate it.

- The results or findings section may contain quantitative or qualitative results and is typically the largest section of posters documenting research. However, this does not have to be the case as you may wish your poster to focus on the conclusions or policy recommendations that follow from your research or project.

- The conclusion section should not re-iterate results or arguments made previously. Instead try to explain the implications of your research or project and always link your conclusions to the theme of CBA10 which is enhancing urban community resilience. You may also wish to outline the relevance of your findings to other published work; and outline future directions of your research or project.

Logos of partner institutions, funders etc. are normally placed at the bottom of the poster along with contact details of the presenter (your name and preferably an email with perhaps a photo so people can find you more easily to ask questions at the conference itself).

What makes a great poster?

Readability: Your poster will be harder to read if its text has lots of grammatical problems, complex or passive sentence structure, and spelling errors.

Legibility: Do not use a font size which is too small (a common error in poster presentations). Your poster should be easy to read from 1-2 meters away.

Organisation and structure: Please ensure that your poster flows from one section to the next. Numbered headings are an obvious way to direct readers through your poster as they read it.

Succinctness: You do not have long to get and retain your audience's attention. Ensure all your major arguments and conclusions are prominent and brief. Interested individuals can and will probably seek you out afterwards so leave out the full details.

Presenting your poster

Prepare a 2 minute talk (NO LONGER) for presentation in a plenary session. This should cover who you are (your name), who you work for, and a summary of what your poster is about. Don't try to squeeze the entire contents of your poster into this 2 minutes: people will find you later to ask questions. Rather use your two minutes to convey the key messages emerging from your work and try to excite and inspire people to find you and your poster to learn more. If your presentation is too technical you will lose the interest of the audience.

It may be useful to have full-colour, "shrunken" versions of your poster on A4 or A5 paper to distribute before the start the poster presentation.

You may bring relevant manuscripts, flyers, leaflets and books if they are useful for those wanting to know more about you, your work, and your organisation.

Wear your conference name tag at all times to help poster viewers identify you at the conference if they wish to find you and learn more. Ensure that you have contact details to hand, for instance in the form of business cards.

Useful material and resources

Block, S. 1996. DOs and DON'Ts of poster presentation. Biophysical Journal. 71:3527-3529.[PDF]Available at:
http://www.stanford.edu/group/blocklab/dos%20and%20donts%20of%20poster%20presentation.pdf

Clews, S. 2013. Making the Most of Your Three Minutes. [PDF] Available at:
http://gradresearch.unimelb.edu.au/docs/3mt/Simon_Clews_Guide_to_3MT.pdf

Purrington, C. 2014. Designing conference posters. [website] Available at:
http://colinpurrington.com/tips/academic/posterdesign#whyposter

Wolcott, T.G. 1997. Mortal sins in poster presentations or, How to give the poster no one remembers. Newsletter of the Society for Integrative and Comparative Biology Fall:10-11. [PDF] Available at:
http://colinpurrington.com/wp-content/uploads/2011/09/mortalsinsinposter1.pdf

Zielinska, E. 2011. Poster Perfect. The Scientist. 25:55. [Link] Available at:
http://www.the-scientist.com/?articles.view/articleNo/31071/title/Poster-Perfect/