INHSU2026

How to prepare your poster for maximum impact

Poster dimensions

- Portrait Orientation only
- Maximum size A0 (841 mm wide x 1189mm high)

Preparing your poster content

- Determine whether you want your research or program evidence to effect changes to policy and practice
- Focus your content on what you want as the take home message
- Keep abbreviations and acronyms to a minimum
- Compulsory content
    - author's name/s
    - author's organisation/s
    - organisation's logo/s
    - contact details (website, email, phone, postal)
    - poster publication date
- The title included in the abstract must be shown on the poster. This could be used as a sub-title with a briefer main title. The title needs to accurately reflect the content of the poster and capture attention. Write the title in Title Case not capitals
- Keep all text (headings and body text) to a minimum. Posters are often viewed during conference breaks or during busy sessions, so viewers don't have much time to read a lot. 'Chunk' text into digestible-bites using small paragraphs, bullet lists, or text boxes. Bullet lists do not always need the 'and's and 'the's.
- Determine any additional points about your work that you would like to convey if questions are asked. Determine when the recommended times are to stand by your poster, noting particularly any dedicated poster sessions

Guidelines on the presentation design

- Ensure you check the poster dimensions advised by the conference secretariat
- Ensure the text is as big as possible
- Recommended sizes: Title: 72 pt; Headings: 48-60 pt; Body text: 24-48 pt. Sans-serif fonts (without the bits on the ends) are clearer to read from a distance
- Provide a plastic sleeve with A4 copies of your poster or more information for delegates to take and consider your work post-conference. Include your email address if you wish to
- Determine ways of maximising the impact of your poster
- A great poster catches your eye and is:
    - Clear and simple
    - Easy to read
    - Organised with a logical flow
    - Relevant to viewers in its content
    - Taking advantage of the visual medium
    - Providing viewers with 1 or 2 main messages
- Design your poster with graphics. Use photos, cartoons, figures, tables, diagrams. Label them if necessary
- Use colour

Other tips to help you maximise your impact

- If a poster prize is offered, nominate yourself (if nominations are required!)
- Display your poster at your workplace
- The poster can travel with you to workshops etc.
- Send your electronic copy of your poster to others including the conference secretariat if requested
- Display your poster on your organisation's website

Producing your poster

- You may be able to use the services of a graphic designer. Allow plenty of time for discussions about your content, the design, and agree on timelines. If not, posters can be prepared using Microsoft software such as PowerPoint or Publisher. Proofread and obtain approval from all authors before final printing. Ask someone else to proofread for you... after all your hard work you may be 'blind' to errors

Take with you

- Materials to hang your poster (if advised): velcro dots, tape, blue tack
- Your handouts
- Business cards to hand out