



RECOMMENDATIONS FOR HOW TO PREPARE A POSTER

Please see below some guidelines to help you prepare your Poster. We hope these guidelines will provide you with the information you need but if you have any further questions please do not hesitate to ask.

1. Firstly, do your planning:

- The whole point of a poster is to catch people's eye, make them stop and read, and to deliver some key messages. Spend some time planning how to make your poster eye-catching!
- Check on the poster format for the conference. For the ARTERY23 Conference the poster **must be in a portrait format**.
- Make a list of the important headings and points you want to convey.

2. Designing your poster:

- The poster should be both simple and clear.
- The poster must be easily read from a fair distance away.
- Make a sketch or a rough plan of the poster. Try out different styles and experiment with different layouts.

Colours, shape & design:

- Consider the background you want to use.
- Consider the colour scheme - background and text. Make sure you have good contrast.
- Think about how the content will flow (i.e. horizontal or vertical) – how will you guide the reader onto each section?
- Think about your balance of text, tables, graphs, photographs, pictures. Again – eye catching, clear, able to be read from a distance are the key things to focus on.
- You may need to include appropriate logos (e.g. Trust and Sponsors)

Text:

- The words in the poster need to be able to read at a distance of 2 metres.
- Aim at approximately 600 words, though this will depend on your subject and the graphics you want to include.
- Choose a font that is easy to read e.g. Arial, Verdana, Tahoma or Times New Roman
- Suggested approximate text sizes for an ARTERY23 poster in Arial font:
 - Title text: 80-point font size
 - List of authors' and institutions text: 60-66-point font size
 - Text: 24-32-point font size
 - Headings: 40-54-point font size
 - Subheadings: 32-40-point font size

3. Content of the poster:

- Plan the 'story' you will tell.
- It should have a **background** to set the context of the work, say **what** you did and **why**, what the **outcomes** were, and what will happen next or **implications** of the work.
- For research-based posters the structure would be: introduction, method, results, analysis, discussion, conclusions and implications for practice.
- Keep it simple and elegant in design.
- Highlight *key points* only.
- Think about how long it will take a person to read the whole poster.

ARTERY23



5 - 7 October 2023, Bonn, Germany

ARTERY
Association for Research into
Arterial Structure and Physiology

VASC
AGE NET

DeGAG
Gesellschaft für
Arterielle Gefäßbiologie
Arteriovascular Disease Research



cost
COOPERATION
IN SCIENCE & TECHNOLOGY

- Use bullet points with short phrases (rather than long paragraphs or text).
- You can use abbreviations, but after the full text is included first with abbreviation in brackets
- Avoid the use of complex tables or figures (people will not have much time to absorb them)
- Make sure that all photographs and images are of a high quality and can be reproduced clearly.

Essential:

- Include a minimum of one and maximum of five references.
- Include acknowledgement of copyright permission on photographs, diagrams or images. It is illegal to copy images or photos from the web and reproduce them on your poster.
- Include your email address on the poster, so that people can contact you.

4. Producing the poster:

- Using PowerPoint, or a 'Mind Map' software (which can be downloaded freely from the internet) start putting together the shapes and the text of your poster.
- Think about your key points that you want your audience to remember.
- Try several different versions and styles of the poster – see which works best.

Review what you have done:

- Prepare the draft poster and print a draft version on A4 paper – bear in mind the poster will be a little over 16 x larger.
- Ask others for comments and invite colleagues to proofread for you.
- Proofread again prior to taking the poster to the printers
- Save the document as a pdf file, if possible, to ensure your poster remains in the same format on any computer.

5. Printing your poster:

- Once you are happy with your poster, and have proofread it very carefully, you are ready to take it to be printed.
- Check where you can get your poster printed – some organisations have their own audio-visual department who can do it, or you may have to go to a commercial company or shop.
- **Poster size should not exceed: 1200mm high x 900mm wide**
- Check whether you will get a proof copy to check prior to final printing.
- It is useful to take some A4 copies of your poster to be used as handouts for conference delegates who are interested.

We hope these guidelines provide you with the information you need to prepare for your poster at the upcoming conference but if you have any further questions at all, please do not hesitate to make contact and we will be happy to help you!

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