

Posters

If you are presenting a poster, please report to the registration desk. You will receive instructions about where to hang your poster. The posters will be grouped by theme session.

The presenting author must present the poster during a special poster session on Tuesday 24 September from 18:00 to 20:00 to discuss the work presented.

The dimensions of the attaching surface on the poster boards are 120 x 90 cm. Please submit your poster in **portrait** format only.

Fittings will be provided.

- Find an eye-catching element that grabs the attention of the audience.
- Use an attractive colour scheme (check a print of your poster: colours on the screen and on paper are not necessarily the same)
- Use clear and simple graphs and nice pictures that support the points that you want to make.
- Keep the layout simple and try to limit the text to absolute minimum (800 words)
- Tell your story with graphics as much as possible
- Tell the audience what they *need* to know about your research, not about all the research that you did.
- Make the key messages easily available (e.g. in the centre of the poster)
- The layout is as important as the science itself
- Your genuine enthusiasm in presenting your research and your ability to explain the results is very important, but respect some audiences just want to read the poster, not engage in a long discussion
- If you use exceptional layouts, graphical details or even interactive parts, these should enhance the understanding of the results
- Include a personal photograph (making it easy to find you!)
- Make sure the title and author's name (spell out first names) are prominent and eye-catching.

Remember!

Not all information can be visualized in exactly the same way.

Something compelling on A4 is not automatically compelling in A0 and vice versa.

Always remember: Poster making is a craft. Some people might be naturally talented and some need to practice! Thus don't expect a perfect result from following some simple guidelines. Challenge your layout by involving your colleagues, e.g. print a version and hang it in the hallway to get feedback.

Some recommended webpages:

<http://colinpurrington.com/tips/academic/posterdesign>

<http://betterposters.blogspot.de/>

More useful links can be found within these links!