



2nd International CIRIEC Research conference on the Social Economy

October 1 - 2, 2009
Östersund, Jämtland, Sweden

"The Social Economy in a world facing a global crisis"

Guidelines for Poster Presentations

A poster presentation is a graphically oriented summary of your research project. It consists of a collection of frames, pinned directly to a tack board and mounted at eye-level on one side of a large poster board. A poster is considered successful if it conveys a clear message to the viewers. The poster should provide clear information on objectives, the approach, the main results and the major conclusions of the research. Viewers should be able to grasp the message in a short time, (e.g., less than one minute). The poster is an important method for presenting research information at a conference and has many advantages over oral presentation, including interaction on a one-to-one basis with interested delegates, images and data that can have a greater influence than slides and transparencies fleetingly glimpsed in an oral presentation and where English is not fluently spoken are a more effective method of communication.

The following guidelines should help you prepare effective and successful posters.

Preparing the Poster

Design your poster to be as eye-catching and attractive as possible and where possible illustrate with a figure, chart or photograph rather than text. The basic rule is to keep it simple, do not clutter, do not include unnecessary data, make everything bold and large, and try and get your message across to the non-experts as well as experts in your field. Posters can be produced in any of the four languages (English, French, German and Spanish).

Suggested Layout and Design

- **The maximum poster size is 30" x 48" (76 cm x 122 cm)**
- Your title should be appropriate for an **academic-practitioner audience**; make it interesting and informative.
- The poster presentation should be self-contained and complete without additional oral explanation.
- The poster presentation should clearly indicate the order for viewing.
- Text size should be large enough to be legible from 1.5 to 2 meters away. The title should be legible from 5 to 10 meters.
- Limit the number of colors used to avoid busyness and distractions



- Textual explanations should be kept to a minimum. Be creative in the graphical and pictorial representation of your research.
- Provide clear captions for all figures. The figures should be in pleasing visual proportion to the font size used for captions.
- Use color where appropriate to add impact and visual appeal.

Suggested Format

(**Note:** formats used at prior conferences are acceptable)

- **Title:** Include a banner frame clearly stating the title of the poster.
- **Abstract:** Display your abstract on one frame, accompanied by your name, and department on one frame.
- **Introduction:** Specify the objective of your study, provide an overview of what you have done, and point out the significance and value of the research. Be succinct.
- **Method:** Use at least one frame to present the methodology.
- **Results:** Indicate what your research has revealed.
- **Conclusion:** Include, in one frame, an explanation of the ways the results satisfy the research objective.

The Title

The title must be large and clear enough to be read from about 5 meters. Keep the title short and the letters bold, preferably solid-block and at least 5 cm high and as far as possible attention grabbing, for example by posing a question. Some authors include the logo of their institution or organization and their own photo, which can be very helpful if the author is to be identified at the poster session.

The Text

The text should be concise, legible and easily comprehended. Traditionally, the poster should include an abstract, short introduction, aims of the study, results and discussion/conclusions. These can be presented as short 'bullet' lists rather than paragraphs of text. Do not overwhelm the viewer with masses of tables and data.

Quantitative data can be presented as histograms, pie charts or line or bar graphs. Qualitative data can be presented as quotes, excerpts from publications (e.g. newspapers, magazines, official documents) or even a photographs or maps. The lettering of the text must be large and legible at up to 2 m.

Figures, Charts and Photographs

Figures, charts and photographs should be made as large and of as good a quality as possible. Labels or arrows should be bold and easily seen. Contrasting mounting card and a colored background are eye-catching assets. A mixture of different colored backgrounds can also be very effective but too many colors, type styles or images can be confusing to those reading the poster information.

Transporting the Poster

If you prepare your poster in the final form, you will just need to come and hang it up. This, however, may mean 'lugging' a gigantic package of unwieldy and uncomfortable dimensions. It is much easier; to prepare your poster on cards that fit into an oversized envelope that you could place at the bottom of your suitcase and pin up on arrival. It is vital that they are well mounted on cards to ensure that they lie flat. By far the best means of doing this is to have your poster laminated and transport it in a plastic or other sturdy tube.

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If you are transporting your poster in your luggage, be aware that luggage has been known to get lost. It might be a good idea to make a duplicate poster and leave it in the care of someone who you can be in touch with easily and who can ship it to you via overnight delivery.

Conclusion

Poster preparation should not be regarded as an ordeal but should be fun and provide a sense of creativity and satisfaction.

Frequent Mistakes:

Too many posters do not succeed in getting their message across.

Here are some of the main errors presenters make:

- Too much text
- Unclear structure - make sure your objectives, approach, conclusions or perspectives are clear.
- Inappropriate structure - make sure to apply the standard structure of a written report i.e., title, abstract, introduction, experimental method, results, discussion, conclusion.
- Poor figures - make graphics/charts reader friendly
- Information overload - too much information.

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