CHME Research Conference Notes for Contributors

Poster Guidelines

A conference poster is a large document that can communicate your research to an audience. The purpose of a poster is to outline a piece of empirical or theoretical work in a form that is easily assimilated and stimulates interest and discussion. In preparing a poster, simplicity is the key and thus the trick to a good poster is to know what to include and what to leave out. Diagrams and pictures should be used where possible to keep down the amount of text.

In planning your poster you may start first with a list of headings under which your information will fit. A poster should include:

- **Name:** You should include your name at the top of your poster.

- **Title:** Try to keep your title to a length of 1 to 2 lines if possible.

- **Introduction:** A brief introduction (about 150 words) about your research area. You may begin with a definition of the problem, together with a concise statement of the objective(s) of the research. You may also highlight the potential value of your project/contribution your project may make.

- **Contribution to theory/practice:** You should highlight how your work will contribute to the development of theory and/or business practice.

- **Methodology and Methods (where applicable):** A short methodology section that describes only the necessary details of your study.

- **Results (if applicable):** Data may be presented as graphically as possible. All graphs and tables should have clear labels and legends.

- **Conclusion (if applicable):** Conclusion may address your predictions and/or contributions and why you believe you got the results you did. You should also include the implications of your results (for theory and/or practice). You may even include directions for future research or suggestions for improving your research design.

IMPORTANT – you may be as innovative and creative as you wish with these posters as long as they reflect the criteria above. You will want the audience to be drawn to explore your poster, so you should use pictures, colour and text as a means of enhancing your poster.

Creating your Poster

PowerPoint is one of the easiest packages that can be used to prepare a poster. Start doing some planning for your poster with A4 paper size and choose whether you want portrait or landscape mode (landscape is the most common mode). To do this take "Page setup" from the file menu then use the drop down list on the dialogue box to change the "slide sized for" to A4. However, **the actual size of a printed poster should be in an A1 sheet.**

When you are ready to start putting text into your poster, open it with no items on the page using the blank slide format. This is a completely blank slide with no boxes on. Start adding text by inserting a "Text box" from the "Insert" menu. You can move your text box to an appropriate position as you prefer. You can adjust the font or colour of your text as you want. A good guideline for the minimum size of font in the A4 size which can be read easily when the poster is scaled to A1 is 8 or 10 in Times New Roman or Arial. You will be able to put a coloured box around your text by choosing the "Line colour" from the "Insert" menu, select the "Pictures" menu and choose "AutoShapes" from the menu.

You may also import graphics and pictures into PowerPoint. To include your graphs into your poster, simply copy the graphs you wanted and paste it into your PowerPoint slide. To insert a picture, select the "Insert" menu, choose "Picture" menu and insert from either "Clip art" or "From file".

Colour is an important part of your poster. A common rule suggests you should have no more than 4 colours. However, this excludes graphs and pictures. This will encourage a more uniform look and feel to your presentation. If you wish to include a background, please make sure that you use very light colours. However, it is always advisable to leave your background white in colour.

Some important points that need to be considered during the process of designing your poster to avoid problems:

1. **Keep it as simple as possible and make sure that the graphics are kept as small as possible.**

2. **Do not overcrowd the poster with text as this may confuse the reader.**

3. **Do not use fancy formats and fonts that might look impressive but they often detract from the message.**

4. **Do not have unnecessary information in your poster.**