

## Posters

### Posters CAN Be Effective

The TB forum provide a range of opportunities for existing and prospective members to reach a global audience. A poster that considers the needs of the intended viewer as well as those of the presenter can be a highly successful form of communication.

### Make Your Poster

- Concise and easily readable
- Visually clear and inviting
- Accessible in language—avoid jargon and abbreviations
- Amenable for distance viewing

### Market-place:

Each end of the day (5:00-6:30hr) a "market-place" is organized where all Stop TB Partners can display their posters/ activities and walk around to discuss enhanced collaboration

### On-site Facilities

Be prepared for minimal display space. The idea is to allow numbers of people to share their expertise and experience. This may be a group of separate pictures, diagrams, and some text, or an entirely pre-assembled complete poster.

You are required to provide whatever materials are needed to affix your poster to the board. Be fully prepared—to maximize the impact of your poster.

High-tech is not essential, but a very high standard of clarity and visibility are vital to convey your message.

### Preparation Details

Dimensions of the boards and the materials from which the poster boards are constructed vary. Board specifications (size and shape) and materials needed to affix poster elements to the boards are not provided. Poster presenters are expected to bring any materials needed to affix displays, such as removable Velcro, double-sided tape or gum adhesive.

### Why Have a Poster Presentation?

- Allows more time for authors and viewers to discuss the topic.
- More personal interaction and exchange of professional experience.
- Ample question time with focus on your subject.
- Potential for continued display of the poster at your workplace.

**PRESENTATION:** the extent to which the poster is well presented in a technical sense. Is it well designed? Does it use space well? Is it aesthetically pleasing? Does it make appropriate use of illustrations? Is there an appropriate amount of text? Is the font size of the text appropriate?

**INFORMATION:** the extent to which the poster conveys a message. Is there enough information in the presentation? Is there too much information? Do the visual aids convey information?

**INTEREST:** the extent to which the poster arouses interest in the viewer. Is the story exciting? Is enthusiasm or commitment exhibited?

**RESEARCH:** the quality of the underlying research that the poster presents. Is the methodology mentioned? Is the methodology sound? Are the results plausible? Was the research conceptually developed? Was the starting hypothesis sound?

## Suggestions for Poster Preparation

- Plan ahead and know your poster layout (trial your display with colleagues).
- Include a large-print heading with the title of the poster, author's name, and contact details.
- Make all lettering visible from 2.5 meters.
- Have illustrations simple and bold.
- Use outline form and minimize text (personal discussion will elaborate).
- Make viewing sequence reader-friendly (use arrows, numbers, headings).
- Vary spatial use (colour, texture, graphics, open space).
- Supplement data with a handout of your conference abstract or project statement.

### Please Do Not

- Display typed pages of conference paper (these are not appropriate in poster format).
- Clutter all of the space (not inviting).
- Leave preparation to the last minute!

### Please Do

*Enjoy the poster process—be creative!*