How to Develop a Poster

Overall guidelines:

- Read and follow the instructions for abstracts and posters provided by the specific conference
- Pay attention to the details; a simple omission or error can cause an abstract or poster to be rejected by the conference reviewers

Sections to include:

- **Title, author, and affiliations:**
  - Only include generic terminology, not product brand names
  - A good title would include the conference theme, reflect the content, and perhaps include a result of the project/study
- **Introduction:**
  - Introduce your topic
  - How significant is this issue and why was it worth studying?
  - Limit the introduction to a few concise, complete meaningful sentences
- **Goals:**
  - What were the major goals of your project/study?
  - List the study objectives and operational definitions
- **Methodology:**
  - Describe study methods, the timing of the project, and how endpoints were measured
  - Discuss the reliability and validity of measurements, ethics approval for the study, and planned analytical methods
  - If describing use of a Hollister product, review the instructions for use and be certain the product has been used as labelled and it is described correctly
  - If your project involved a series of cases, describe how the cases were selected, the consent process, and how patient confidentiality was protected
  - If describing a quality improvement project, discuss the steps of the project and how success was measured or defined
- **Results:**
  - Present the findings in easy-to-read tables or concise bullets
  - Include demographic information about the participants only as appropriate for the poster topic
  - Any statements made regarding cost data should be supported and relevant to the poster topic
  - Any studies involving comparisons should include "like" products with similar uses and functions
  - Please consider a discussion with a Hollister representative if you are going to include cost data or a comparison
- **Discussion:**
  - Discuss key findings and how the information you learned adds to prior knowledge
- **Conclusion:**
  - Summarize your findings in 2-5 sentences
  - Do not introduce new data or concepts, but you can mention suggested future studies
  - The conclusion should summarize the poster contents and match the poster topic
- **References:**
  - References generally appear in the lower right corner of the poster
  - You can use a smaller font but keep it readable
  - Use the format, according to the conference
  - Use footnotes to identify the statements that are supported by reference
  - Use your abstract as the "roadmap" for your poster, which you then fill in with images and additional content

Suggestions:

- Use the "less is more" approach when designing your poster
- Tell your story clearly (a good poster can be read in less than 10 minutes)

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- The flow of a poster is typically from left to right. You may use arrows or visual aids to guide the reader from section to section
- Summarize information in concise sentences
- Use bulleted lists and images whenever possible
- Include current references (i.e., no more than 5 years old unless classic)
- Remove information that may reveal patient identity. This is not limited to identifiers alone; simply giving too many pieces of specific information can be identifying.
- Remove any background information that is not specifically relevant to the case

Consent (if appropriate):

- Follow your own institution's policy for patient consent

Photographs/images/illustrations/tables/graphs/charts:

- Use clear, highly-defined images. Remember: they will be viewed from 2 feet away.
- Name each file clearly (e.g., "SmithSue_2015poster_Image1")
- Provide a caption for each image or display
- Remove patient identifiers and company names from the images

- Photo resolution should be at least 100 DPI
- Send the photos in separate files (JPEGs) rather than imbedded in the Word document
- Obtain in writing the appropriate consent for images to be used for publication by Hollister or other organisations

Acknowledgments:

- State acknowledgement of funding, sponsor, or other sources of assistance along the bottom of the poster

Other Reminders:

- Take business cards with you to exchange with colleagues at the poster session
- Consider taking copies of your poster in A4 format to provide to interested delegates
- Determine the plan for transporting the poster to the conference
- Proofread the PDF of the poster carefully before the final version is printed