



# How to Develop a Poster

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## 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
- 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

## **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