

## Guidance Notes for Preparing Poster Presentations for KES Conferences

A poster presentation at a KES conference is regarded as being of equal importance and status to an oral presentation. If properly prepared and delivered, a poster presentation can be as good, or better, at conveying information and ideas to the audience than an oral presentation.

### The Poster Presentation

- A poster board 2.4m high and 1m wide will be made available to you.
- You will be supplied with some means of attaching your poster to the poster board. Do not use any other method of fixing your paper as it may damage the poster board.
- You will receive instructions about the times when your poster should be displayed.
- You are expected to be in attendance at certain times, as instructed, to answer questions from other delegates, and perhaps to learn from discussion with them.
- You may also attend your poster during some of the lunch break – but make sure you find time to eat!

### The Wrong Way to Make a Poster!

DO NOT just bring a copy of your camera-ready paper on A4-paper and place the pages on the poster board. Your audience will have trouble reading it. **This idea will not work!**

### Making a Poster

There are two popular methods of making a poster:-

1. Use a single sheet of paper approximately A1 in size (594mm x 841mm) – **this works best.**
2. Use a number of pieces of paper (A3 or A4), for different sections of the presentation e.g. one for the introduction, one for the practical work description, one for the conclusion, etc., place them on the poster board, and link them with arrows or something similar – **this does not usually work very well!**

You can roll your poster up and place it in a cardboard tube to protect it when you carry it.

### Hints

- The poster should have a title which is clearly displayed and of an adequate size.
- Show the names of the authors and make it clear who the presenting author is. Provide contact details (email address) to enable follow-up enquiries to be made later.
- The poster should be readable at a distance of at least 1 metre. Type smaller than 18pt should not be used as it will not be readable.
- Make sure that graphs and diagrams are large enough, and that the labels on the axes of graphs and captions on diagrams are big enough to be read.
- Use a simple font such as Arial.
- Structure the poster in the same way as a paper. There should be an introduction which explains the context, an explanation of the main idea or concept, a description of the practical work, the results, and perhaps the most important, the conclusions.
- Include equations if necessary, but explain the significance and define the variables. A poster with too many equations will not get read by many people.
- Restrict the amount of text, but remember the text has to be comprehensible without explanation.
- Use text and graphics together to get your point across.

Enjoy making your poster. It can be a very effective means of communication.

After the conference, display it in your laboratory and use it to explain your work when you have visitors