

Poster Presentation Guidelines

POSTER CONTENT:

The poster display must directly address the topic chosen demonstrating an ability to summarise and critically analyse the material read, reviewed or examined.

Be sure to check any special instructions or requirements outlined on the BSG conference website before you begin.

All posters need to include:

- Poster number (assigned when abstract accepted)
- Title
- Name of the student
- Institutional/organisational affiliation
- References

Suggestions for content (*please note that these are only suggestions and we appreciate that different disciplines/methodologies may require variations to this structure*):

- Introduction and background to the topic (e.g. current debates and dilemmas around the issue, relevance to the larger world)
- Presentation of theoretical underpinnings, as appropriate
- Presentation of study methods
- Presentation of findings/results
- Summary of key points/implications/discussion for future work

Remember...

- Consider what you are trying to achieve and who your audience will be
- The poster is a visual presentation (and hopefully a conversation starter) and should be visually stimulating
- Feel free to be innovative and creative
- The written material should be limited, but sufficient, highlighting the main ideas and information without it being too complex
- Be sure your title is meaningful but not too complicated
- Be concise and try to avoid clutter (i.e. keep it simple)
- Make sure the content is correct
- Don't forget references
- Images should be sharp or of good quality
- Be sure to edit!

POSTER DISPLAY:

The appearance of the posters with regard to font size, colour and use of tables and figures should be considered carefully.

Getting started

Poster can be prepared as:

- An individual PowerPoint slide printed out and attached to the poster board (laminated or unlaminated)

- Individual slides or components pasted on an A1 cardboard or attached to poster board

Size

- Presentations must be prepared to fit on a freestanding poster board, and as outlined by the conference organisers (poster boards and push pins/Velcro will be supplied)
- Portrait or landscape orientation are both acceptable, however, check conference instructions

Visibility

Aim to make the poster easy to read from 1 to 2 metres away. Suggested font sizes:

- Main title 72 font
- Names of the author 48 font
- Use sub headings at least 36 font
- Make points 24 to 28 point font
- Use bullet points to make the reading easier and your main points more visible
- Use bold, lower case and a clear font such as Arial
- Underlining or italics can also be used effectively
- Use of too many different fonts can be distracting
- Ensure a good contrast between the text and the background colour
- Be sure images have higher resolution for clarity once the poster is printed

Attractiveness

- The aim is to make the poster attractive to the audience and well chosen colours or images can enhance your poster
- Use colour computer graphics, photographs etc., and do not forget to label them
- Use coloured fonts and backgrounds, but be sure to keep good contrast between text and background

Organisation

- The poster organization should be easy to follow
- Each section should have a heading and then supporting text
- It may incorporate numbers or arrows to indicate the sequence of different poster components or panels
- Try different layouts on a piece of A4 graph paper and ask friends or colleagues for critical feedback

**British Society of Gerontology Stirling Prize
Poster Presentation Assessment and Feedback**

Poster Number:

Poster Title:

RATING OF PERFORMANCE						
High Quality Indicators ↓	Excellent	Very Good	Good	Pass	Deficient	Indicators of Poor Quality ↓
	5	4	3	2	1	
Presentation of poster well organised and visually interesting (e.g. graphs/photos, font size, colours)						Lacking clarity/organisation
Evidence of background reading including appropriate references						Lacking background reading or appropriate references
Clear presentation of conceptual or policy framework (as appropriate), methodology and empirical data						Failed to/only partially presented conceptual framework, methodology and empirical data
Clear presentation of implications of study for gerontological knowledge development, policy, practice or education						Failed to/only partially presented implications of study
Overall coherence of presentation (e.g. clear and logical structure)						Lacking coherence in presentation
Evidence of engaging older service users/consumers/carers						Lacking engagement of older service users/consumers/carers
Contact information provided						Unclear /no contact information provided
Handouts provided						Unclear/no handouts provided
Student available to respond to questions at scheduled time						Student not available to respond to questions at scheduled time

Comments:

Overall Score

Reviewer and Date