GUIDELINES FOR POSTER PRESENTATION

Preamble

Poster presentations are an extremely important component of GASTRO 2009 for communicating new research finding. They should describe the highlights of the research projects, pointing out the aims, methods and results of the work. Investigators are required to be available during the congress lunch period to discuss their work with colleagues.

Poster presenters are requested to disclose potential conflicts of interest regarding the poster presentation at the bottom of their poster. This will allow the audience to take potential conflicts of interest into account when assessing the objectivity of the presentation.

In order to efficiently communicate the results of your research to the viewers, you are kindly requested to devote considerable effort in the design of your poster. Please pay attention to details by carefully following the guidelines outlined below.

Attention: On each day of the congress four prizes will be awarded for 'Best posters'.

Poster Description

A poster is simply a static, visual medium that you use to communicate scientific data and other messages. The difference between poster and oral presentations is that you should let your poster do most of the 'communication'. Your task as the presenter is to answer questions from poster visitors and to provide further details on request.

The content of an effective poster presentation should be clear, focused, and concise. Furthermore, it usually contains eye-catching illustrations, diagrams, graphs and/or photographs with clear and attractive layouts.

Format and Material

The entire poster can have a maximum size of 150 cm high x 90 cm wide. The poster does not necessarily have to fill the entire working area. Although any material can be used, it is recommended to use matte, non-reflecting surfaces such as pantone colour paper, colour/tint overlays or chartpak. Hot press illustration boards have a very smooth, less absorbent surface than regular grade.

Please add the official congress title "GASTRO 2009 UEGW/WCOG, London" onto your poster (see figure 1). The official header is available for download on the congress website.

Figure 1

GASTRO 2009 UEGW/WCOG, London   21-25 November 2009   www.gastro2009.org

As mentioned above, poster presenters are requested to disclose potential conflicts of interest regarding their current poster presentation at the bottom of their poster. Potential conflicts of interest can involve: grants, honoraria, shares, paid positions on advisory boards, etc.

Content and Layout

Generally a poster should contain:

⇨ a **Title**; describing the project and mentioning the people involved in the work

⇨ an **Introduction**; informing about the aim and objectives of the research

⇨ a **Methodology** section; explaining the basis of the techniques which were used

⇨ a **Results** section; showing illustrative examples of the main results

⇨ a **Summary and Conclusions**; listing the main findings of your investigations

Make it obvious to the viewer how to 'navigate' through the poster. Posters should be read from left to right and from top to bottom. It is also possible to guide by numbering the individual panels or connecting them with arrows. Leave some open space in the design. An open layout is less tiring for the eye and mind (see figure 2).

Figure 2
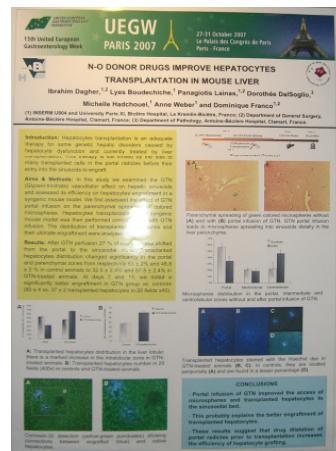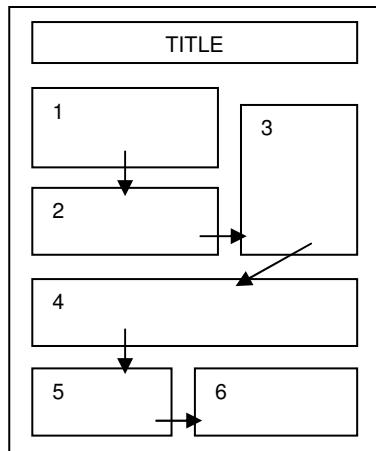
Tips, Tricks and Handy Hints

1) Keep the material simple

    a. Make full use of the space, but do not overfill a page with information, as the result can often appear unattractive and difficult to read.

    b. Be concise. Use only pertinent information to convey your message.

    c. When showing results, present only those that illustrate the main findings of the project.

2) Readability of the poster

Poster sessions are viewed by a fairly large audience. To adequately accommodate a group in front of a single poster, the size of the lettering must be large enough to be legible at a distance of approximately 1.5 to 2 m.

    a. Remember the key is contrast, so in choosing your colours and shades, keep this in mind. The six best colour combinations to use in preparing your work are listed below:

- Black on white
- Red on white
- Green on white

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- Blue on white
- White on blue
- White on black

b. Use a typeface (design of type) that is particularly simple and clear. Do not use more than 2 font types as too many types distract.

c. The minimum font size should be at least 20 pt for your text and approx. 70 pt for your head title. The thickness of each letter can be medium or bold.

d. Do not use all UPPER CASE type in your posters. It makes the material difficult to read, therefore only use it for emphasising.

e. Do use underlined text, **bold** face or *italics* or combinations to highlight words and phrases. If you use **_bold italicised_** print to emphasise, then **_underlining_** is not necessary as this draws too much attention to it.

f. As an alternative, you can also use colours to emphasise but restrict to a maximum of two colours. Use colour to enhance comprehension and not for decoration.

3) A picture is worth a thousand words…

…but only if it is drawn properly and used in an appropriate way! Present numerical data in the form of graphs, rather than tables. If data must be presented in table-form, keep it simple.

a. Graphs: Annotations should be large enough and the lines of line-graphs should be thick enough. Instead of using lines of different thickness, use contrasting coloured lines or different line styles.

b. Diagrams and Drawings should be labelled, large and clear. Do not cramp labelling into your diagram. Use "arrows" and "callouts" instead.

c. Clipart should only be used if it adds interest to the display and complements the subject matter. Watch out as you may spend more time fiddling about with images and searching for appropriate cartoons than concentrating on the content.

d. Equations should be kept to a minimum, large enough and accompanied by nomenclature to explain each variable.

4) Keep the text brief

Blocks or paragraphs of text should not exceed three paragraphs as viewers will not bother to read more than that.

5) Maintain a consistent style

Otherwise it gives the impression of disharmony and can interrupt the fluency and flow of your messages. The way you arrange the sections should follow the "storyline" (see figure 2).

6) Check your spelling

Nothing is more annoying than spelling mistakes on public display. Spelling mistakes give the impression that you did not put full effort into your work.

7) Review

Make draft versions of your poster and check them for mistakes, legibility and consistency in style. Try different layout arrangements and ask your partner, friends, colleagues or supervisor for their "honest" opinions.

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UNITED EUROPEAN GASTROENTEROLOGY FEDERATION
WGO · WORLD GASTROENTEROLOGY ORGANISATION
OMED
bsg BRITISH SOCIETY OF GASTROENTEROLOGY

Checklist

1) Simplicity is the key

    a. Is your poster clearly organised?

    b. Is your poster legible from a 1.5 to 2 m distance?

    c. Does your poster make a harmonic impression?

2) Content

    a. Did you make clear what you have to say?

    b. Does it contain your aims, methods and results, summary and conclusions?

3) Format

    a. Does your poster have the right format?

    b. Did you include the official header in your poster?

    c. Do your paragraphs and blocks follow the "storyline"?

4) Did you check your spelling?

5) Are you satisfied with your poster?