

Poster Preparation and Presentation Guidelines

The most successful posters:

1. attract attention
2. provide a brief overview of the work
3. initiate discussion

The poster should preferably be A0 size, and must be mounted in portrait orientation. This means that the poster should not be wider than 840 mm, and not higher than 1188 mm.

Visual Aids (Good Practice):

- Use the Arial font (if this is not available, try Univers, or another Sans Serif font, such as Verdana).
- The title of your poster paper should be done in Title Case and must be legible from a distance of at least 2 metres (at least a 48 point font size). The title should be made **bold**, to enhance readability.
- The title is followed by the author(s) and their affiliations, in a slightly smaller font than the title. Underline the presenting author's name.
- All text must be easily readable from a distance of 1 to 2 metres. Make the lettering at least 1 cm high, smaller lettering will not be legible from a distance of 1 to 2 metres.
- All graphs and charts should be **AT LEAST 25 X 30 cm**. Graphs and figures make a poster more interesting.
- Use colour to attract attention, but do not use too many different colours, because then it may become a distraction. Giving a colour background to graphs and tables and using photos works well.
- It is a good idea to sequentially number your materials. This will indicate to the viewer a logical progression through your Poster Presentation.
- Avoid putting too much material and text on the poster. Additional detail can be placed in a written version of the poster.
- Tables should be kept simple and used sparingly. Graphs are generally more effective.
- Start with an introduction, and finish with a clear conclusion, focussing on the major finding of the work you are presenting.

Presentation

- It is helpful to have copies of a written version of your poster available for those viewers who may want to study aspects of your work in more detail.
- Have your business cards / contact details available for those who may wish to contact you at a later date.
- Bring along a writing pad of blank paper that you may use for a discussion of technical details relating to your poster.

Tell a good story --

You could divide your poster into sections such as: Introduction, Objectives, Methods, Results, Discussion and Conclusions.

In other words make your poster as self-explanatory as possible. You might consider organizing your poster around the following questions

- What problem do you address? (Objectives)
- Why is this problem important? (Background)
- How did you address the problem? (Methods)
- What did you discover as a result of your work? (Results)
- What are the conclusions or greater implications of your work? (Discussion and Conclusion)

PAY SPECIFIC ATTENTION TO THE FOLLOWING:

- DO NOT use less than a 16pt font for any text you mount. Most viewers will be at a metre or more away from your poster and will not be able to read print in a smaller font.

- DO NOT be absent from your scheduled poster time! The whole idea of a poster session is to allow for focused interaction with other metrologists interested in your work.

- DO NOT USE ALL CAPITAL LETTERS for blocks of text.

- DO NOT crowd text - use the white space and break lines intelligently. Use 1.5 line spacing for the main body of your text to increase readability.

PLEASE NOTE

The method of attachment of your poster can be either Prestik or self-adhesive Velcro.

If you are unsure of any aspect of the preparation of your poster, please do not hesitate to contact the conference organisers for assistance:

Test and Measurement Conference
c/o National Laboratory Association
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