How to Prepare your Poster for Maximum Impact

Preparing your poster content:
- Focus your content on what you want as the take home message
- Keep abbreviations and acronyms to a minimum
- Compulsory content
    - ❖ author's name/s
    - ❖ author's organization/s
    - ❖ organization's logo/s
    - ❖ contact details (website, email, phone, address)
    - ❖ poster publication date
- The title included in the abstract must be shown on the poster. The title needs to accurately reflect the content of the poster and capture attention. Write the title in Title Case not capitals

Guidelines on the presentation design:
- Posters should be prepared in PORTRAIT orientation. Posters can be a maximum of 850 mm wide x 1110mm high (Portrait Orientation only).
- Recommended font sizes: Title: 72 pt; Headings: 48-60 pt; Body text: 24-48 pt. Sans-serif fonts (without the bits on the ends) are clearer to read from a distance
- Determine ways of maximizing the impact of your poster
- A great poster catches your eye and is:
    - ❖ Clear and simple
    - ❖ Easy to read
    - ❖ Organized with a logical flow
    - ❖ Relevant to viewers in its content
    - ❖ Taking advantage of the visual medium
    - ❖ Providing viewers with 1 or 2 main messages
- Design your poster with graphics. Use photos, figures, tables, diagrams. Label them if necessary
- Use color

Take with you
- Handouts of your poster's main message
- Business cards