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**3<sup>rd</sup> International Academic and Research Conference**  
17<sup>th</sup> August 2013, University Place, University of Manchester Campus

## **INSTRUCTIONS & GUIDELINES FOR POSTER PRESENTATION**

Dear Colleague,

Congratulations once again for securing a poster presentation at this conference!

Please find below the instructions and guidelines that you may find useful:

We suggest that you read this document in its entirety as it contains important information regarding how to present your poster, guidance on how the day will be structured as well as explanation of how prizes will be awarded.

### 1. Size, orientation and design:

- A1 size
- Portrait format
- Any colour, typeface (font), design acceptable
- Lamination – optional

Some suggested guidelines on preparing your poster are provided in the latter part of this document.

### 2. Presenting your poster at the conference:

- You can start displaying your poster in the poster boards provided from 0830 hours on 17<sup>th</sup> August 2013

b. Once you have displayed your poster, you can return to the conference hall

c. You will be given a prescribed time for your poster presentation. This will be one of the 3 presentation slots of the day. During this presentation slot you will not be able to attend any of the oral presentations. Instead, you will be required to stand beside your poster. During this 70 min session the judges will come to you and engage with you on a discussion regarding your work. This will take approximately 3-4 minutes. You have the opportunity at this point to give a brief description of your work for 1-2 minutes followed by another 1-2 minutes of discussion. The judges will evaluate your poster on a number of predefined criteria as well as your ability to effectively communicate your understanding of your work.

d. Once your session is completed, you can either continue to stand beside your poster to explain your work to other delegates who will be coming around or you are free to leave the stand. Please do not enter a room with oral presentations mid-way through a session – this is unfair to those presenting. You are free to take advantage of the café and seating area at the venue.

3. Certificates and eligibility for prizes:

a. All presenters will be provided with a 'Certificate of Presentation'. We will recognise the best of what is presented on the day by awarding 1st, 2nd and 3rd prizes. These will be decided by our judges who will be awarding scores according to a number of criteria including the quality of the work being presented as well as for the quality of the presentation itself. The marks for each candidate will not be communicated to anyone other than the organising committee.

**RECOMMENDED GUIDELINES FOR PREPARING YOUR POSTER**

Divide your content into subheadings. For example, for a case report these might be:

- History
- Examination
- Investigations
- Management
- Outcome
- Discussion
- References

Within each of these sections, think about how you will present the information. Excessive written text on a poster can be overwhelming and deter people from reading it. Consider if the information can be presented in another way: for example, could investigations be put into a timeline, flowchart or table; or could you display your differential diagnoses as a spider diagram rather than a list? You may also want to consider if the information can be depicted rather than described.

“When the patient arrived they had various blood tests including LFT’s, TFT’s, FBC, and U&E. The results showed haemoglobin of 5.6g/dl, hyperkalaemia, raised urea and excess free T4. LFT’s were normal.”

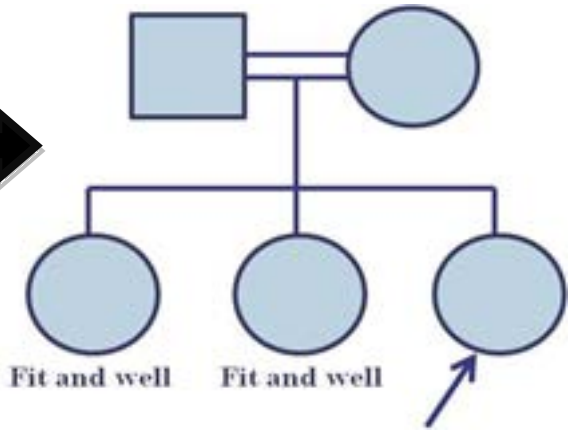


Test	Result
TFT	Raised T4
FBC	Hb 5.6g/dl
U&E	Raised urea
LFT	NAD

“The differential diagnoses were a pyomucocele, rhabdomyosarcoma, squamous cell carcinoma, nasopharyngeal carcinoma or angiofibroma.”



“The patients’ parents were first cousins and so the marriage is considered consanguineous. She has two older sisters, both of whom are fit and well.”

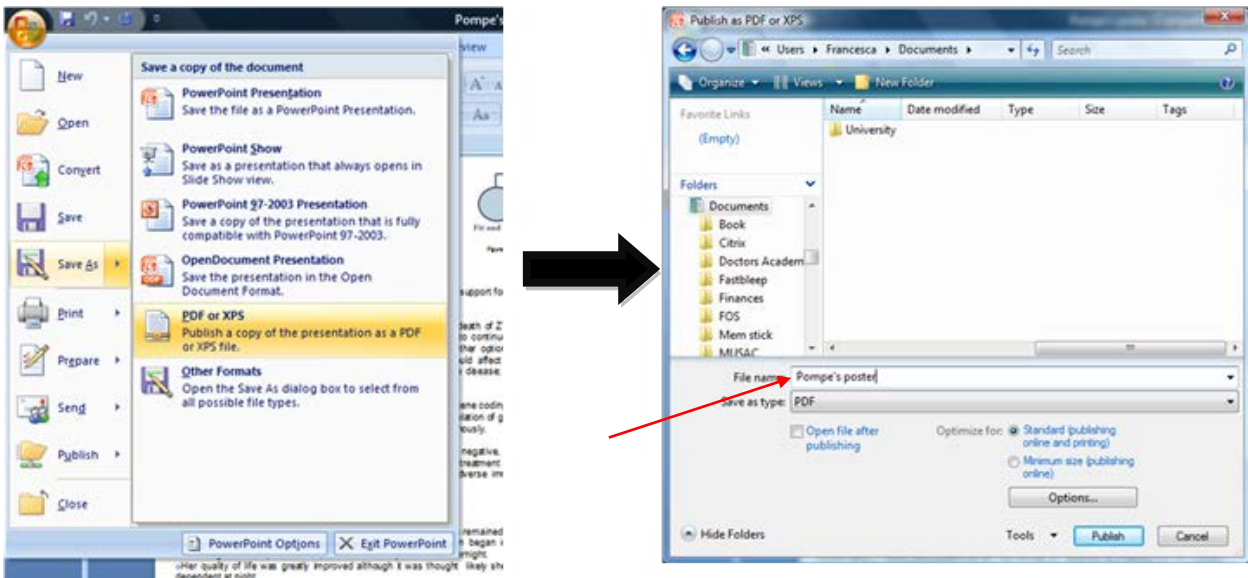


This reduces the amount of text on your poster making the information easier to take in. You may find facilities, such as the ‘SmartArt’ facility, which is available on most Microsoft software, useful for this. Diagrams also add colour – although make sure you have a colour scheme that is appropriate: so avoid colours that clash, or are garish, and ensure that they are neither too light nor too dark. Dark backgrounds are usually best avoided. Ensure you can read the text both in terms of colour and size. A white background and black text appears most professional and with regard to the additional colours, most applications will have ‘themes’ where a complimentary array of colours can be selected. A reasonable minimum size for text is size ‘20’.

Institutions such as Universities or Hospitals usually have guidelines regarding the placement and sizing of their logo on posters. These should be sought out and adhered to. Ensure also that you recognise all contributors to the work and include their institution; some places also like you to include job title.

## Printing your Poster

If you are presenting a piece of work that you did with a Consultant at hospital, speak to them and ask if you can have it printed at medical illustration using their departments' cost code. This will save you a great deal of money as A1 posters can cost up to £25 and that is without laminating. If not, check online, or the University may have its own print service which is likely to undercut commercial printers. Once you've decided where you'll be having your poster printed you need to work out when you will have to collect it from the printer and ask how long before that you need to get the final version to them. The poster is usually provided to the printer in PDF format – this ensures no accidental alterations can be made. To save as a PDF from Microsoft PowerPoint do the following:



Once you've done this you're almost there. The final things to consider are how you are going to transport your poster to and from the conference. Often they come in a cardboard tube from the printer – do check this, and if not it may be worth investing in a poster carrier. Telescopic ones are available that will accommodate up to A0 size posters and cost approximately £15.

We hope that you find this information to be useful.

Please feel free to contact us at [conference@doctorsacademy.org.uk](mailto:conference@doctorsacademy.org.uk) should you have any query in the interim.

Congratulations once again and we look forward to seeing you soon.

Best wishes,

Organising Committee  
International Academic and Research Conference  
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