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Watch the 'Better Poster' Video

Watch this video which explains why a highly focused, vibrant and colourful poster attracts more attention compared with the standard approach.

Click here to watch the video →





STANDARD POSTER

BETTER POSTER

2

Briefly Read the Poster Guidelines

We've put together some poster guidelines which included some links to useful resources. We've also summarised the key steps below:

Step 1

Choose only 3–5 really important things from your paper as the key content for your poster.

Step 2

Write a strong attention grabbing 'key finding statement'. Aim to make this short & under 10 words if you can.

Step 3

Plan your content & quickly sketch an idea for how the poster will look. Keep all your text short and succinct. Write in *plain English*.

Step 4

Structure the layout of your poster. Use the PowerPoint templates we've provided, or you can create your own layout, however



Step 5

Use infographics – so charts, diagrams, icons, images or photos. These will help enliven your poster and attract attention. Add a QR code which links to your contact information and/or a digital copy of your whole research paper.

Step 6

Make sure that the type sizes you are using are legible from a distance. In the guide we have shown a table of type sizes and the distance from the poster that they will be legible at.

Step 7

Use colour! Colour will help your poster stand out. You can change the colours used in the templates .

3

PowerPoint Document

Use the PowerPoint document to create your poster, There are three template pages – use or modify these as you see fit, however please use the footer that we have provided and keep the WMC 2023 logo base left. There's also a blank page where you can create your own layout.

The main type sizes have been set up so they should be legible at a distance of 2 meters.

The poster size must be **A0 Landscape**:

height 841mm x width 1189mm

(height 33.1 inches x width 46.8 inches)

4

Printing and Production

Content that must be included

include your abstract title; the Congress Stream; your name and those of your co-authors.

File Format

PDF - file size must be below 50mb.

Printing and Delivery

You are able to:

- A Bring your printed Poster to the Congress
- **B** Submit your Poster for printing beforehand and collect onsite
- **C** Bring your physical poster in digital form to be printed and paid for onsite.