WCH Poster Instructions for authors

Creating an Effective Scientific Poster for WCH10

Scientific posters are essential communication tools at scientific meetings, providing researchers with an opportunity to present their work concisely and visually with other scientists in a personal and professional manner. Well-designed posters can effectively convey complex research findings to a diverse audience. Below are clear and specific instructions for successfully creating impactful scientific posters for display at WCH10.

Specifications:
Make your poster fits into a space 36" wide x 48" tall (92cm x 123cm) or print it at A0 size from materials that will not be damaged during transit to your venue. Ensure that your poster is mounted and ready BEFORE the first coffee break on the day of your poster presentation. Include a small recent photograph of yourself in the upper righthand corner of your poster at least 2" x 3" (5cm x 7cm). You should plan on being next to your poster for the **entire time of both coffee breaks and lunch on that day** and take down your poster before the end of the day. You should actively engage with visitors to your poster, ensuring that they are able to ask you questions about your research. Please note that students competing for poster presentation awards will need to be present at their posters in order to be a part of the award competition.

Characteristics of an effective scientific poster:
- Organized, clean, and clear design. Keep formatting simple.
- Focuses on one research topic that can be explained in 5 minutes.
- Contains a concise Title, Author(s), Abstract, Introduction, Materials & Methods, Results, Discussion/Conclusions, References, and Acknowledgements.
- Has 4-8 figures/tables that clarify and help visualize data and concepts.
- Contains minimal text. Your figures and tables should be the main focus.

1. Content:
- Define the purpose and key message of your poster.
- Select a title that clearly, concisely, and accurately reflects your research.
- Organize content logically.
- Use bullet points, graphs, charts, and images to illustrate key points.
- Limit text to essential information; avoid overcrowding with excessive details.

2. Design and Layout:
- Choose a visually appealing layout that guides the viewer's eye.
- Maintain consistency in fonts, colors, and formatting.
- Use high-resolution images and graphics for clarity and professionalism.
- Ensure readability (recommended minimum font size: 24pt for text, 36pt for headings) and leave sufficient space to prevent clutter.

3. Printing Specifications:
- Follow guidelines for poster size (36" x 48", 92cm x 123cm, or A0 size) and format requirements (displayed in portrait not landscape).
- Use high-quality printing services to ensure clear and vibrant colors.
- Consider using matte finish to minimize glare and improve visibility.

4. Presentation Tips:
- Practice a brief oral presentation to accompany your poster.
- Be prepared to answer questions and engage in discussions with conference attendees.
- Stand near your poster during designated poster sessions to interact with colleagues and potential collaborators.
- Consider providing handouts for interested viewers to take away.

5. Proofreading and Review:
- Double-check all content for accuracy, clarity, and consistency.
- Proofread text for grammar, spelling, and punctuation errors.
- Have colleagues or mentors review your poster for feedback and suggestions.

6. Transport and Set-Up:
- Plan ahead for transporting your poster to the conference venue safely.
- Pack your poster securely to prevent damage during transit.
- Arrive early to set up your poster in the designated area.
- Ensure that your poster is clearly labeled with your name, affiliation, and contact information.

7. Engagement and Networking:
- Take advantage of networking opportunities to connect with fellow researchers.
- Attend other poster presentations to learn about related research and exchange ideas.