

Guidelines for Effective Poster Presentations at the Third International Youth Mental Health Conference



Congratulations on having your poster accepted for presentation at the 3rd International Youth Mental Health Conference. Below you will find a set of guidelines for preparing and presenting your poster. Some of the advice will already be familiar to seasoned conference goers, however for all presenters, please read through the guidelines carefully to ensure that you give the viewer the best opportunity to appreciate your presentation.

Presenting a Poster

The IAYMH Conference runs across two days, with parallel sessions throughout. On each day, there will be a specific Poster/Exhibition session around lunch time. At these sessions presenters are expected to “stand by” their poster in order to discuss their research or project with viewers. Importantly, the presentations will be on display continuously for Conference participants to visit at various times throughout the conference. There may also be some posters selected for a brief presentation during one of the parallel sessions.

Check the conference program to know which day your poster will be presented.

Why Present a Poster?

There are several advantages to presenting a poster:

- Posters can be viewed across the Conference, as well as at dedicated sessions.
- Viewers can “absorb” the presentation in their own time and way.
- You can discuss your research or project at length with viewers on a one-to-one basis—which can create useful discussion about your work.
- Presenting your research or project as a Poster is a great opportunity to “network.”
- A poster serves to explain your research or project succinctly to a broad audience who will be in attendance at the conference.

What is a Poster Presentation?

A poster is a static, visual medium that you use to communicate a key idea related to your research or project: it presents that idea in both verbal and graphic ways. Unlike an oral presentation, a poster does most of your talking—it should stand on its own, be self-explanatory as well as encouraging discussion with viewers.

It’s great to have A4 copies of your poster available if possible that people can take away with them. Make sure your contact details are visible should a colleague wish to contact you to obtain further information about your project.

The Key to a Successful Poster Presentation

Identify the single, fundamental concept you want to communicate! Keep it simple and on message. Do not bombard the viewer with too much data that is impossible to take in. Consider the key things you have found helpful when you have viewed posters at previous conferences.

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Don't write all in paragraph format, use dot points liberally to illustrate your key points and messages.

Don't forget the power of graphics. The proportion of text and graphics should be about 60%-40%.

Know the Physical Constraints of Your Presentation

You will be provided with a poster board whose dimensions will be a maximum of 1.5m high X 1.0m wide. You can use that space to present a poster composed in a variety of ways:

- Your poster can consist of a single A0- or A1-sized component or "frame."
- Your poster can consist of two side-by-side A1-sized frames.
- Your poster can consist of a composition of A3- (maybe even A4-) sized frames.

A0, A1, A2, A3 and A4 are standard metric paper sizes.

A0 = 841mm x 1189mm, A1 = 594mm X 841mm , A2 = 420mm X 594mm , A3 297mm X 420mm
A4 = 210mm x 297mm

Please ensure that posters are portrait in orientation to reflect the dimensions of the board.

Each of these options can be effective in composing an informative and visually appealing presentation.

Keep Your Audience in Mind

The viewers of your poster will not necessarily work in your specific field—but they may well be interested in your topic. So avoid jargon and acronyms specific to your area of work; or, at worst, at least explain terms.

Design Tips

- Keep the material simple
- Make full use of the space, but do not cramp a frame full of information, or crowd frames too close together.
- Be concise with regard to both words and graphics.
- Use colours sparingly, but to good effect
- Use colours for emphasis, differentiation, and interest—not just to impress.
- Choose background and foreground colours that are contrasting and complement each other—for example, black or dark blue on light grey or white (it's better to keep the background the light colour).
- Finally, use a font that is readable.

Good luck with your poster presentation

**Please note, these guidelines draw on a number of resources available through the internet. We would like to acknowledge the following sources:

Geography for the New Undergraduate
www.hope.ac.uk/gnu/GNUbackup/stuhelp/poster.html

St Cloud State University Student Research Colloquium 2002
www.stcloudstate.edu/~research/poster_guidelines.htm

Chemical and Process engineering at University of Newcastle Upon Tyne
<http://lorien.ncl.ac.uk/ming/Dept/Tips/present/posters.htm>

Orygen Youth Health Poster Preparation Guidelines
www.oyh.org.au

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