ePoster tips

Essential requirements

The following information is provided to help presenters prepare their poster.

1. ePosters are included in the on demand section of the online congress platform.
2. **Posters must be produced as 16:9 format in PowerPoint.**
3. You must upload your ePoster by **11 March 2021** for inclusion in the programme.
4. Abstracts will be available from 31 March and presentations and ePosters are accessible from 8 April. They will be available for all registered participants until 8 July 2021.
5. Your abstract and ePoster form part of the on demand content of the congress. Your abstract will be lifted from embargo from 31 March and your ePoster becomes available 8 April. Both will be available for all registered participants until 8 July 2021.
6. ePoster presenters have the option to upload an audio clip of up to five minutes.
7. Below you will also find suggestions for other options to generate additional content to add value for participants accessing your ePoster presentation.

Production

Microsoft PowerPoint provides for flexibility and creativity in producing your ePoster. World Physiotherapy has produced two examples of different approaches to presenting your ePoster to assist those who may be less familiar with producing posters:

- [traditional poster format](#)
- [#betterposter format](#)

Your use of these is optional. Whilst the traditional format will be familiar to most the #betterposter format may be new. This format is gaining popularity for making posters more accessible, engaging and less cluttered with a headline that stands out – grabbing the attention as people scroll or walk past. This [video](#) from Mike Morrison who is behind the drive, explains it well. There's also a website with templates: [https://osf.io/6ua4k/](https://osf.io/6ua4k/)

Content and format

**Traditional format**

- you could use the headings used in your abstract, but many presenters prefer to use introduction, participants, methods/materials, results, discussion/conclusions and recommendations
- references should be included, if used, but try to keep them to a minimum
• have an acknowledgments section, in smaller size font, where you acknowledge contributors and funding organisations
• ethics approval, if appropriate, should be mentioned and the appropriate committee/body acknowledged
• provide information on the poster about where/how you can be contacted
• look critically at the content when it is laid out; a balance of approximately 1/3rd text, 1/3rd graphics and 1/3rd empty space is a good distribution for a traditional poster
• do not simply use a wall of text, use blocks for the text that can stand alone
• give your poster sections and allow space around your work - light and empty space attracts the eye
• the text, tables and graphics should look integrated
• words and illustrations should go together - tables and graphics should be integrated within the text whenever possible
• it is best to use the same typeface for all text and ruled lines separating different types of information should be avoided
• lines of text should contain about 8 to 12 words and should run from left to right
• it is best to have your text left justified (with the right side ragged) as this is easier to read

• Title/heading: the title of the poster should be the same as on your abstract. The heading should include the authors’ names and affiliations.

• Text: your poster should be understandable without you being there to explain it to participants. Words should be spelled out, avoiding abbreviations/acronyms and jargon.

• Illustrations - graphs/tables/figures/photos/drawings:
  o tables are preferable to graphics for small data sets
  o tables also work well when data presentation requires many localised comparisons
  o graphics should tend toward the horizontal, greater in width than height, ideally 50 percent wider than tall
- use colours to distinguish different data groups in graphs and avoid using patterns or open bars in histograms
- lines in data graphics should be thin
- use short messages to help explain data
- labels should be placed on the graphics itself, legends are usually not required
- remove all non-essential information from graphs and tables
- focus on principle results
- explanations should be used to enhance the richness of data and make graphics more attractive to the viewer
- photographs also help, if relevant, and are a good way of providing colour
- check the resolution/quality of any images used to make sure they appear clearly

#betterposter format

- in a #betterposter your conclusion takes centre stage!

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**Put Your Full Poster Title Here: And Include Your Subtitle if You Have One**

- **Author name 1, author2, author3, author4**

**INTRO**
- Who cares? Explain why your study matters in the simplest, most direct way possible (feel free to add graphics).

**METHODS**
- 1. How did you find this?
- 2. Collected/Measured from [population/subject]
- 3. How you tested it.

**RESULTS**
- Graph/table with essential results only
- All the other data in 'note as extra note'

**EXPLANATION**
- If this seems too generalized and I didn’t have to humbly disclose the possibility of a thousand confounds and limitations, it would imply that…

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**Main finding goes here, translated into plain English.
Emphasise the important words.
(feel free to add a focal graphic below)**

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**EXTRA EXTRA EXTRA**

Delete this and replace it with your…
- Extra Graphs
- Extra Tables
- Extra Figures
- Extra nuances that you’re worried about leaving out

This section is just for the readers who want to get into the details.

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- there are still many of the components of a traditional poster, but the emphasis is different
- check the #betterposter video and templates
- additional sources of information add value to your poster; something you can also do with a traditional poster (see below)
Advice for either format

Background

Many people simply use a white background with black text. This is easy to read, but some colour will make your poster attractive to the reader.

- try to use complementary colours rather than shocking bright colours
- check if your institution has a house style that must be followed
- consider what colour you want to use for text/illustrations and make sure it complements the background

Font

- your poster title should stand out so use a font and size like Arial 18pt (as per our traditional poster template), or bigger
- use large fonts (at least 10pt) for the headings and for key points that focus on some of the central ideas presented
- use something like 10pt font and no less than 7pt for the main body/explanatory text
- use only one type of font that is clear and precise (eg Arial)
- use upper and lower case letters and avoid too many style changes eg shadow, bold, italics
- consider accessibility guidelines to make your poster easy to read for those with visual impairments (see https://www.lighthouseguild.org/website-accessibility-guide/ for some advice)

Final layout

Here are some questions to help you check the layout before you upload it.

- is the message clear?
- do the key points stand out?
- is there a good balance between text and illustrations?
- is the sequence of your poster clear?
- is the balance of content and space in your poster appropriate?
- do the colours you have chosen work together?

Seek advice from colleagues and ask them these questions to help you make any final adjustments before uploading.

Generate additional content to add value to your ePoster

Your ePoster will be available to all registered participants in the on demand area of the online congress platform during the event and for three months afterwards. Participants will be able to search ePosters by keywords and topic areas. There is no dedicated time for poster presentations.

When you upload your ePoster you will also have the option to upload a five minute audio recording to provide a commentary that can be listened to alongside your poster. Use this time to add value to your ePoster, do not just repeat content that can be read. You could:

- highlight the key findings, implications for practice and lessons learned - expanding on the content of the poster
- provide a language translation of the poster content eg in your own language
- put your poster in context with other work on this subject
You can also upload additional content to your own website that you can then direct people to; check with your workplace if there is an option to do this via your institution’s website. Think about a dedicated webpage that could include:

- your poster
- a translation of your poster in any additional languages you can provide
- a pre-recorded presentation

If you generate a QR code linked to the website where the material is hosted and add it to your poster (see poster template) anyone can easily access the additional content.

- there are a number of free QR code generator websites, for examples see:
  - http://www.qr-code-generator.com/
  - https://www.the-qr-code-generator.com/

You insert your website URL for a QR code to be generated as an image; you can then download and insert the image in your poster that anyone can scan with a smartphone or portable device.

**Interacting with participants**

**Questions**

There will be the option for participants to send you messages via private chat, if you have consented to this in the online congress platform.

There is a comments function available for each ePoster where you may see comments and feedback from participants, but also questions. Ideally, we recommend checking daily during the live congress days, and at least weekly throughout the three month period that the platform is available on demand, so that you can respond.

**Contact details**

Add your contact details so that people can follow up with you for more details. If you are on social media add your details and remember to post about your ePoster presentation. It's also a great way to connect with the global physiotherapy community and remember the hashtags #WorldPhysio2021 for the congress and #globalPT to connect with physiotherapists around the world.

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