

## **Poster Format for ISC 2015**

Poster dimension should be **90 x 120 cm, portrait format** (we will not be able to accept posters designed in landscape format). The display board with poster no., poster title and owner's name will be set up in the poster hall a day before the conference starting.

It is recommended that poster presenters use thin, lightweight poster paper for their poster. Heavier paper or cardboard may be difficult to keep in position on the board.

Poster session will be formally scheduled during Poster Session in the Forum. However, all posters will be displayed during the entire duration of the Forum (From 17 – 20 August 2015), you will have opportunities to “host” a discussion around your poster and answer questions during coffee or lunch breaks. Participants will be informed of this session through the normal Conference program.

### **Tips for effective Poster presentations**

- **Organization.** Use headings to help readers find what they're looking for: objectives, results, conclusions, etc. The main headings should explain the points, rather than merely stating “results” and letting the viewer hunt for – or even worse, invent – the message. A columnar format helps traffic flow in a crowded poster session.

- **Minimize text – use graphics.** Keep text in blocks of no more than 50-75 words – don't create large, monolithic paragraphs of prose.

- **Text size** – All text should be large enough to read from 1 – 2 meters, including the text in figures. Titles should be larger to attract attention from far away. Dark letters on light backgrounds are easier to read. Stick to a theme of 2-3 colors. Avoid overly bright colors – they attract attention but wear out reader's eyes.

- **Clear graphs show data clearly.** Focus on relationships – exact data are usually not that important. Eliminate “chart junk” to keep focus on data: gridlines, detailed ticks on axes, data markers, and grey backgrounds are not needed. Label data directly, when possible – legends only force readers to look back and forth to decode the graph.

- **Include full contact information.** You want to be found – the reader should not have to look up anything to find you.

- **Prepare a 3-5 minutes verbal explanation.** In making such a presentation, don't read the poster. Instead, give the big picture, explain why the problem is important, and use the graphics on your poster to illustrate and support your findings and recommendations.

- **Prepare a summary hand-out.** A hand-out will be the best way to provide them with a written record of your poster. You can include a miniature version of your poster plus more detailed graphics, tables, and prose. The hand-out is something else you can refer to when talking to people about your work. Be sure to include complete contact information.

- **Be creative!** Avoid traditional models. Don't hesitate to be provocative, the discussion around your poster will be more animated and the outputs probably more outstanding. Try something fun that your audience will remember and associate with the content of your poster.

- **Use your web-space** to publish and make your poster and hand-outs available to all Congress participants. Use it to publish any information during or after the Congress.