

## BTS Winter Meeting 2021 Online 24<sup>th</sup> to 26<sup>th</sup> November 2021

### SOME USEFUL INFORMATION ABOUT POSTERS

The poster as a form of presentation at scientific meetings is here to stay. It is not supposed to be less prestigious than the spoken presentations and has certain advantages. Interested colleagues will have read the abstract in the programme and will make a bee-line for the poster and its author and well-informed discussion will then ensue. Such people may not mind if the poster is detailed and lengthy in its description of the work done, but other more casual visitors will only stop if the eye is caught.

Whilst there are no set guidelines for designing a research poster for the BTS Winter Meeting, the key points below should help you:

- Posters are often designed in PowerPoint and should be saved as a PDF.
- The recommended size is 7680 pixels wide x 4320 pixels high (65.0cms wide x 36.5cms high), landscape, 16:9 ratio.
- The abstract need not be displayed in full, as it will be in the programme. The abstract title and authors should be displayed across the top of the poster.
- Use key headings such as “Introduction”, “Methods”, “Results” and “Conclusions” in large font with text under each. Paragraphs should be short, and in most cases bullet points work better.
- Graphs and tables should be clear and as large as possible. It is usually worth sacrificing some detail for the sake of clarity. Colour is an advantage to highlight points and lower case lettering should be used as far as possible as this is easier to read. The text, tables and graphics should look integrated. The same typeface should be used for all if possible and ruled lines separating different types of information should be avoided.
- The most difficult aspect of making a poster is getting the layout correct. Try to ensure the poster “flows” and that the contents of each section are clear to the viewer. Usually, the simpler the poster, the better.
- Try to make your poster genuinely attractive and eye-catching to look at. It needs to have some of the same properties as an advertisement – effectively you are selling your research data/ideas to other delegates. A well-designed poster will effectively sell your research, whereas a poorly designed poster will almost certainly detract from the content.
- QR codes are permissible only if they provide access to clinically relevant content related directly to the subject of the poster. They must not provide any links to marketing or promotional materials and their use does not imply any endorsement by the British Thoracic Society of any related products or therapies.