General information

In line with this year's theme, **"From Lab to Life – Interdisciplinary Steps to Real-Life Change",** your poster should highlight how your research contributes to bridging the gap between laboratory discoveries and real-world applications. Your poster should not only showcase your research outcomes but also demonstrate how your scientific approach and ideas can contribute to real-life change.

Poster size: size A1 vertical (594 mm × 841mm)

How to improve your poster.

Why is a poster important?

Poster sessions are a popular way for scientists to present their work. This enables presenting your research study in a relatively short time i.e. an average viewer might spend two to five minutes on your poster. This moment is your chance to communicate not only your results but also your vision of how they can create real-life change. Thus, your posters should look as professional as your research. Display your results clearly and strikingly to attract attention and evoke discussion with colleagues, experts, and industry representatives.

Aims of the poster

Attract attention

Visual impact is of a high priority! Make your layout easy to read and follow. The tips below will help you to make your poster readable and attractive:

- Use column format to create order amongst text and illustrations. It makes posters easier to read in a crowd.
- Make your poster as self-explanatory as possible. While you should be present to discuss it, a viewer should also be able to understand your message independently.

- Use pictures, diagrams, cartoons, figures, or schematics. They should be simple and clear.
- Use concise text. Less is more. The smallest text on posters should be at least 18pt font size (including figures). Use simple sans-serif fonts and avoid writing in capital letters.
- Highlight important points by colour, arrows, shadows etc. Preferably, use a light colour background and dark letters for contrast (dark background tires the eye). Do not overcrowd your poster: 20–30 % of the poster area should remain empty.

Provide a brief overview

The content of your poster is as important for attracting viewers as visual impact. Think over the following points before designing your perfect poster:

- First, decide on your conclusion and then build up the poster around that. Use short, direct sentences and tell your story with punchy phrases.
- Target your audience. Prepare your poster sufficiently simple and keep the language appropriate to your audience (avoid jargon).
- Make your title clear, to the point and prominent. This is the first line that will attract a potential reader.
- Cover the **key points** of your work:
    1) Scientific problem & its significance – What is the issue and your motivation?
    2) Addressing the problem – What is your strategy?
    3) Experimental – What did you do?
    4) Results – What did you find?
    5) Conclusions – What does it all mean? Where one may go from here?
- Do not include all details of your experiment.
- Include acknowledgements and references briefly but visibly.

Initiate discussion

Discussion is an essential part of your presentation and an opportunity to receive valuable feedback on your research. Your poster could prompt the viewer to ask for further details about your research. Prepare yourself for a session such as:

- What is your work about? – Mostly asked by viewers who only skim interesting pictures in your poster. Prepare a short (max. 5 sentences) and to the point answer to advertise your work.
- Try to stay close by your poster. Be eager to answer any questions; however, also give some space and time to your viewers at your poster and elaborate when someone asks a question.