

Poster guideline

A guide to help you prepare for your poster presentation for the PHASA 2025 Conference.

What is a poster presentation?

A poster presentation is an essential conference platform for public health practitioners to share their work and network with interested stakeholders. It is a concise, visual summary of your scientific research or community project.

Your poster will be put up in the poster gallery. It will be available throughout the conference for delegates to look at. You will be given a dedicated slot in the programme to present your work to an audience of delegates alongside your poster.

Poster content

The poster must contain important aspects of your work. The content must be an accurate representation of your work and must be presented in a format that is attractive to delegates amongst the other 150 posters. The poster may contain a mix of text, figures, tables, etc.

There is no strict framework of what to include in your poster. Usually, a poster includes sections similar to what is in an abstract, such as:

- **Title.** This should be the title of the abstract submitted.
- **Authors' names and affiliations**
- **Introduction**
- **Objectives**
- **Methodology**
- **Results**
- **Conclusions.** Many delegates start by reading the conclusion, so ensure that this section is easy to identify and read.
- **Advocacy message**
- **References.** Only the most relevant articles related to your work.
- **Contact details.** Corresponding author with email, website, phone number
- **Acknowledgements.**

Design considerations

Size

The poster gallery consists of poster boards in a portrait layout (the vertical size is greater than the horizontal size). Poster boards are 0.95 meters wide X 2.25 meters high. Printed posters must be in an A0 format (84 cm x 119 cm or 0.84 m x 1.19 m).

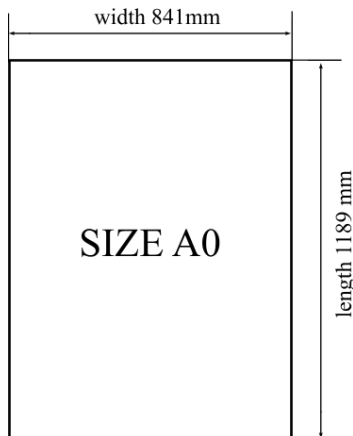


Figure 1. The required dimensions of the poster



Figure 2. The poster gallery with poster boards

Template

A preferred template is provided for the PHASA 2025 Conference. The template is in a PowerPoint slide format, which allows you to create textboxes or shapes and add text and figures. When you move the shapes around, the software helps to align the shape with the edges or centre of the poster, and with other shapes.

Title

Choose a large font size for the poster's title, not less than 72. Titles are easier to read if written in **Sentence case** rather than **ALL CAPITALS**.

Text

A poster should be easily readable from a distance of 1-2 metres. Therefore, your font size should not be less than 16.

Avoid fonts that mimic handwriting or are difficult to read. **Arial**, **Times New Roman** or **Helvetica** are usually a good choice. Use the chosen font throughout your poster – do not mix up different fonts on your poster text, and use the same font in any figures or tables.

To facilitate easy reading, double-line space and justify all the text. Keep sentences short and simple.

Important parts of the text may be emphasised using different colours. Major colours that are easily readable on a light (eg. white or cream-coloured) background are black, **red**, **green** and **blue**.

Figures

Figures such as images, charts, graphs, tables, etc. are often a concise way to summarise data. Include only the most important figures in the poster.

All figures should include captions, legends, axes titles, explanations of symbols, etc., as appropriate. It is sometimes useful to show what is most important on the figure using an arrow, bubble or label. Use the same font in both text and figures.

Certain charts are preferred based on the data that is being presented. These are: bar graphs or histograms for the comparison of two groups; line graphs for the evolution of parameters; pie-charts to represent a proportion within a whole; tables when data sets are small.

Use pictures or images of sufficiently high resolution to ensure good quality print. Be sure to use pictures without copyrights. Moreover, try to use images that are clear and of good colour and contrast (not too dark, not too light). Photos may be used to illustrate the location of the study and the tools used.

Poster tips

Organise your poster with the starting point at the upper left corner and the ending part at the lower right corner.

Reading may be facilitated by indicating each of the poster segments (apart from the title) with a large number. The differentiation between the different segments could be shown with lines, bars or appropriate spaces.

Posters are primarily visual presentations. As such, it is good to keep in mind that graphs, charts, photos or tables are particularly eye-catching. It is often considered that around 50% of a poster should be dedicated to figures.

To increase the proportion of figures in your poster, a simple method would be to think first of what figures would be used if you had to describe your work only with visuals. Remaining items and ideas not covered by figures can then be added using text.

Keep in mind that some PHASA Conference delegates are not fluent English speakers, so it is wise to use simple and clear words. Avoid abbreviations as much as possible.

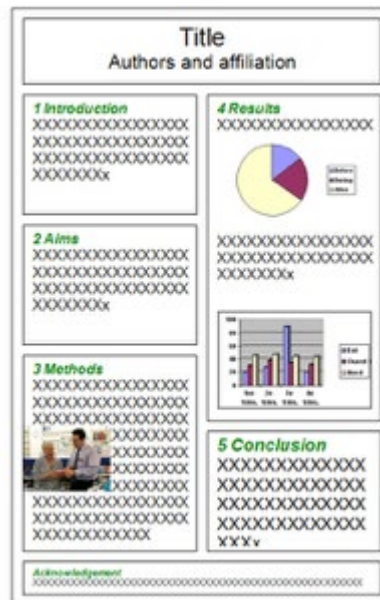


Figure 3. An example of the format of a poster

After making your poster

Print your poster. A poster printed on one single large sheet is recommended.

Transporting your poster. Think of your poster as a valuable piece of knowledge. Do not leave it unattended when travelling. Paper/cardboard posters should be rolled to avoid permanent creases, while flexible fabric paper posters may be folded. A poster tube helps protect the poster. Airlines should allow posters as carry-on baggage, but please confirm this with the airline before flying.

Displaying your poster. Time slots for hanging up, being present and taking down your poster will be published on the conference website. Necessary materials for hanging your poster will be available in the poster gallery.

Maximise impact. It is recommended that you produce handouts (A4 or A5) of your poster. Enable people to contact you, for example, by putting an envelope below your poster for interested individuals to leave their business card if they are not able to meet you in the poster gallery. Additionally, some presenters dedicate time to stand next to their poster to draw delegates' attention and to discuss their work further.

Liability All poster presenters are responsible for putting up and removing their own poster in a proper way. If presenters do not remove their poster in time, PHASA is not responsible for any damage that might happen to the poster if it is removed by staff members.

The presentation

You will be allocated a slot on the programme for the presentation of your poster. Poster presentations are 5 minutes long. It is advised that you present for 3 minutes and allow 2 minutes for discussion. After 5 minutes, the session chair will stop you to allow the next presenter to begin.

While a 3-minute presentation is extremely short, one of the skills of a public health practitioner is to be able to prioritise captivating information to give the audience a taste of what your work is about. You cannot go through every background point, each minor step of the methods, results and limitations. You must select the essential points and consider what message you are trying to get across to the audience. Remember, there is more information on the poster for those who are enthused by your presentation; and you can come back and chat through your poster with interested delegates at any other time during the conference.

Your presentation must be prepared and practiced beforehand. It is almost impossible to condense the massive amount of work that you have done into 3 minutes on the spot.

After the Conference

There are many uses for your poster after the PHASA 2025 Conference. You may display it in your institution, use it as a teaching aid or for another conference presentation, share it across professional and social media, or get permission to display it in a public space (a school, community hall, clinic, etc.) where your work is relevant. You can even gift it to your younger cousin who is enthusiastic about public health!

If you have no other use for the poster after the conference, please consider recycling it rather than throwing it into the trash.