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Preparing a poster for the BACP Research Conference and Online Poster Exhibition

What is a poster?

A poster is a visual description of a research project. An academic poster should give the viewer a clear indication of what the research is about and should convey the specific elements of the research undertaken.

What are the elements of an effective poster?

A poster should have enough information to paint a clear picture of the research. Ideally, viewers should not have to spend more than five minutes reading through text on a poster to gain a good understanding of the research. Graphics and font sizes should be easy to read and should include:

- Title of presentation / author / clear research question
- Aims and purpose
- Design methodology
- Clear source and logical flow of information
- Explicit results / findings
- Explicit research limitations and conclusions

Using graphics is a good way of attracting attention to your poster; however, the main elements of your research (mentioned above) should not be hidden within graphics, they should stand out clearly, with graphics adding to the overall presentation of rather than being the main focus of the poster.

In-person conference:

As well as offering a poster for display, poster presenters are allocated a one-minute slot (which is timed) to introduce their work to the whole conference; be prepared and make sure to time yourself!

You may wish to have a number of hand-outs available for anyone wishing to have more information about your work, or who might like to follow it up at a later date.

The poster boards accommodate posters both A1 landscape & portrait and A0 portrait.

We will provide fasteners – do not use blu-tac

The poster should be in place by the beginning of Conference Day 1 and should remain until the close of Conference Day 2. It may be possible to erect work the night before Conference starts.

Online Exhibition:

You may create your poster in either landscape or portrait orientation, our website can accommodate both. Your poster should be submitted in PDF format by Friday 25 April.

Additionally, we require a plain text alternative to sit alongside your poster. The purpose of this document is to allow the information on your poster to be accessible to visually impaired users who use screen readers. This is to be submitted as a Word document, containing all the headings, subheadings and text included on the poster. It may include tables and charts that are built in Word but should not contain images of these tables and charts imported from elsewhere.

If you think you will have difficulty submitting these by Friday 25 April, please let us know by email at research.conference@bacp.co.uk.