

Guidelines for Poster Presenters¹

As outlined in the original Call for Proposals, poster sessions are designed to provide an opportunity for the presentation of test development projects, new tests and technological innovations. At LTRC Cambridge 2010 the poster session will take place on Wednesday 14 April, 1.30 – 3.00 pm in the main foyer of the conference venue (West Road Concert Hall).

Some general principles

Make sure your poster accurately reflects the abstract submitted to the LTRC Cambridge 2010 Organising Committee as this abstract will be printed in the conference programme.

There are no strict rules regarding poster preparation. Your subject matter, imagination and display area will guide you better than any set of rules. However, there are some basic general points to consider when preparing your display.

- Colour will draw attention to the poster
- Create an uncluttered design to emphasise the subject matter
- Ensure type or lettering (for main ideas) is large enough to read from 5 feet away
- Text should be in brief and clear block type
- Create a straightforward organisation or flow

Make sure the audience can understand the poster's concept even if you, the presenter, are not standing beside the display.

Planning and producing your poster

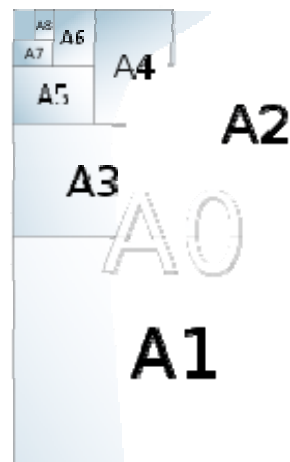
Poster dimensions

You will be allocated an individual display board on which you will have room to display 2 x A1 posters.

A1 poster dimensions are:

594mm (w)
841mm (h)

You will be able to place your 2 A1 posters (in portrait format) side by side, or (in landscape format) one above another.



¹ With acknowledgement to some of the advice given in the online TESOL USA poster guidelines

Text

When planning your display think carefully about how much text you will include on the poster. The audience should be able to clearly read the text from at least 5 feet away. Use both upper and lower case (rather than upper case only) because this makes it easier to recognise word shapes.

Use block text, such as Arial, with bold font style, e.g.

Welcome to LTRC Cambridge 2010

For title headings, use a type size of approximately 40-50 point, e.g.

Heading

For all other text, use a type size of at least 30 point so that it can be read from several feet away, e.g.

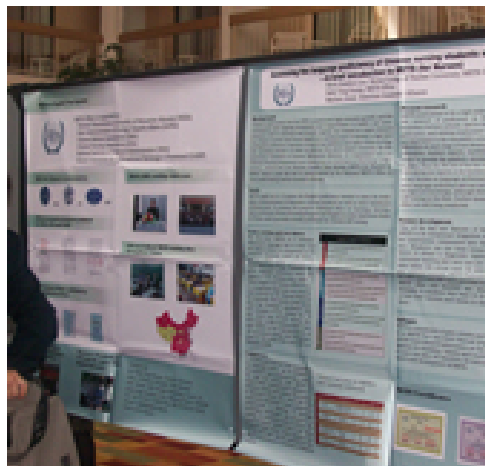
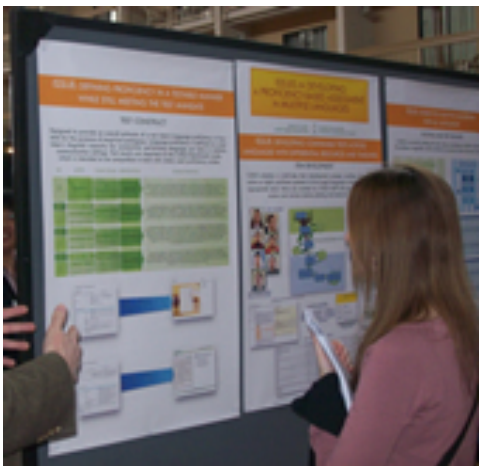
All other text

Try not to include too much text on your poster. Remember you will have a chance to present your poster face-to-face to those who visit you during the poster session. You can always provide more information on your handout.

Illustrations, graphs and diagrams

To create effective illustrations, graphs and diagrams:

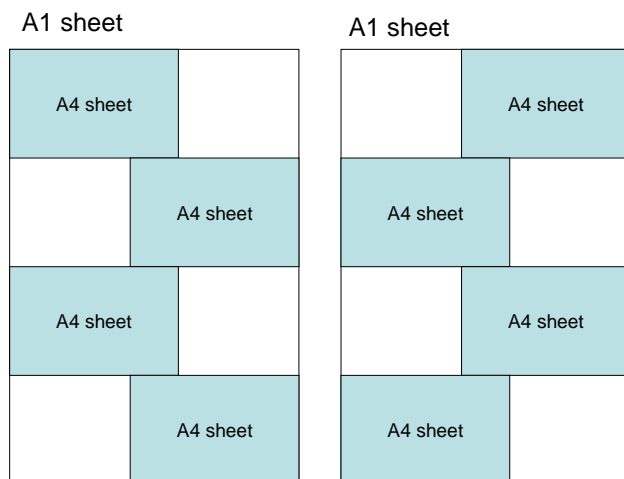
- Use photos or artwork which are large enough to be seen from 5 feet away
- Keep artwork simple and bold
- Produce charts and tables using bold colours which can be easily distinguished



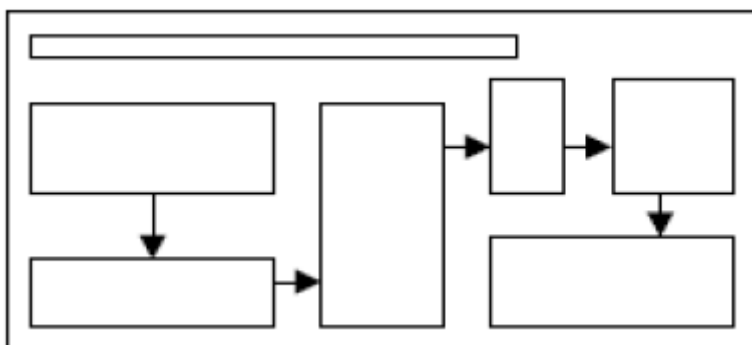
Photos taken at LTRC 2009 in Denver

Design

A simple way to produce a professional poster is to use Microsoft Powerpoint slides which can be printed as A4 landscape (297mm (w) x 210mm(h)) and displayed in chronological order. Microsoft Powerpoint can produce a standard style and look for your poster that incorporates charts and graphs.



The key to an inviting poster display is an uncluttered straightforward design. The layout suggestion below is taken from the 1993 TESOL Poster Session guide.



The various elements in the above example are different sizes and orientation (portrait and landscape). Space is left between each of the elements and arrows direct the audience through the display.

You don't need to have a collection of boxes on your poster – a more organic, circular presentation works too. It's often helpful to ask an objective colleague to give you feedback on your display during the planning and design stages.

Finalising your poster before leaving for the conference

You can mount your poster display (within the overall display area of 1200mm (w) x 841mm (h)) using construction paper, bulletin board paper (made for this purpose), and solid colour wrapping paper or fabric. Before you leave for the conference, lay out your display on the table or floor, then take a photo or make a sketch so that you can re-assemble it quickly and accurately at the conference venue.

Alternatively, if you want a more professional finish to your poster, you can ask a specialist reprographics company to design and lay out your Powerpoint slides onto an A0 (i.e. 2 x A1) sheet, which is then laminated. Always remember, however, that your content and your presentation of the content are as important, if not more important, than the 'display packaging'.

For travelling purposes, ensure your display can be easily carried. Laminate any fragile parts which need protecting. Special poster tubes (with a carrying handle) can be useful if you are travelling to the conference by plane or public transport.

Displaying and presenting your poster at the conference

An individual display board will be allocated to each poster presenter in the main foyer of the conference venue (West Road Concert Hall). You can set up your poster any time from 8.15 am on the morning of Wednesday 14 April, but it must be in place and you must be ready by 1.15 pm. Stickers will be provided for you to attach your poster to the display board.

The Poster Presentation Session will take place on Wednesday 14 April, between 1.30 pm and 3.00 pm. It is a fairly free-flowing process with conference delegates free to walk from poster to poster during this time. You may have a few minutes to present your poster to each group that gathers, followed by a few minutes to discuss, take questions and respond to comments. This session will last 90 minutes and you should stand near your poster throughout this period.

After the Poster Presentation Session is finished, you may leave your poster on display for the rest of the conference until 5 pm on Friday 16 April.



Photo taken at LTRC 2009 in Denver

Remember: Your poster display must fit inside the overall dimensions of 1200mm (w) x 841mm (h).

Handouts

It is a good idea to provide a handout relating to your poster and, ideally, you should bring copies of these with you to the conference. The best handouts are no more than one page front and back and they address the basic concepts of the poster clearly. Make sure the handout has your name, affiliation, poster title and email contact for follow up questions after the conference. We suggest you prepare 30-50 copies. You can leave any spare handouts with your poster for the rest of the conference and/or give some to Conference staff at the Registration Desk so they can make them available to anyone who could not attend the session.

Please note there are NO PHOTOCOPYING FACILITIES at the conference venue. However, you will find information on local photocopying services in Cambridge on the following page.

Photocopying services

Kall Kwik

Kall Kwik Cambridge
48 Clifton Road
Cambridge
CB1 7ED

Tel: **01223 502502**
Fax: **01223 508510**

Email: jjp@kkcambs.co.uk
Web: kallkwik.co.uk/Cambridge

Opening hours;
Monday – Friday 8:45 – 17:30

Pricing
Contact directly for quotes

Plan-It Reprographics (Cambridge) Ltd

Atlas House, Cambridge Place
Cambridge
Cambs

CB2 1NS

Tel: **01223 302828**

Opening hours;
Monday – Friday 8:30 – 17:30
Closed Weekends

Pricing
Contact directly for quotes

Staples

121 Chesterton Road
Cambridge
Cambs
CB4 3AT

Tel: **01223 303 232**
Fax: **01223 303 141**

Opening hours;
Monday – Friday 8:00 – 20:00
Saturday 9:00 – 18:00

Pricing
Contact directly for quotes