

# NHS Scotland Event 2019

30 – 31 May 2019  
Scottish Event Campus (SEC),  
Glasgow

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**WORKING TOGETHER,  
IMPROVING OUTCOMES**



**Healthier  
Scotland**  
Scottish  
Government

# NHS SCOTLAND EVENT 2019

## WHAT IS THE PURPOSE OF A POSTER?

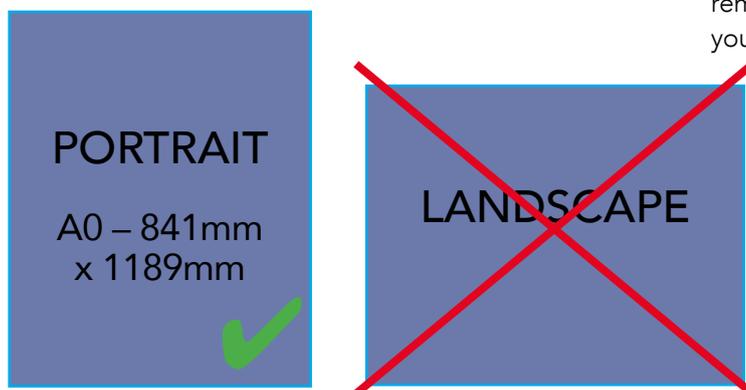
A poster is a visual presentation of a written abstract and should be designed to:

- **Attract attention:** The first thing that a poster needs to do is attract the attention of passers-by; and
- **Convey key messages:** Once the poster has caught the attention of the viewer it should convey efficiently and quickly the information that you want people to know about your work.

## WHAT DESIGN SPECIFICATIONS ARE THERE FOR POSTERS?

All posters need to be designed in **portrait format** in line with how the poster boards will be presented. **It is the responsibility of poster authors to arrange for their poster to be printed, brought to the venue and fixed to the allocated poster board before the Event starts.**

When submitting your poster to the printers, please confirm that it needs to be printed at size **A0 – 841mm x 1189mm**



## WHERE WILL POSTERS BE DISPLAYED?

Poster boards will be positioned in the main exhibition hall at the SEC. There will be over 200 posters on display. Each poster display board will be numbered and your allocated number will be emailed to you. The dimensions of the poster board to which your finished poster will be fixed is 1m wide x 2m high. This is why posters must be provided in **portrait format**. Please note that any posters provided in landscape format **will not be displayed**.

## WHEN CAN POSTERS BE FIXED TO THE POSTER BOARDS?

Poster authors can hang posters on Wednesday 29 May between 16:00 and 18:00 hours. Please note that the Exhibition Hall build will be taking place so if your allocated Poster Board is not ready, you can leave your poster with one of the Event staff who will hang your poster for you.

You can also hang your poster on the morning of **Thursday 30 May between 08:00 and 09:00 hours**. The Poster Lead will be at the poster desk to provide advice and support.

All posters should be in place **by no later than 09:00 hours on Thursday 30 May**. Velcro will be provided but please bring any other materials you require.

## WHEN CAN POSTERS BE REMOVED FROM POSTER BOARDS?

By submitting a poster for the NHS Scotland Event 2019, you are committing to displaying your poster over both days of the Event and leaving your poster on display until 15:00 hours on Friday 31 May 2019.

Posters **must be removed** from the Exhibition Hall by 17:00 hours on Friday 31 May 2019. Any posters left after this time will be removed and discarded. We will not be responsible for posters left so please either remove your poster personally or organise for one of your colleagues to do so.



## POSTER EXHIBITION TIMES

The poster exhibition will be open for viewing during the following times:

**Thursday 30 May 2019**      10:30 – 11:15 hours  
   12:30 – 13:30 hours  
   14:45 – 15:30 hours

**Friday 31 May 2019**      10:30 – 11:00 hours  
   12:15 – 13:15 hours  
   14:30 – 15:00 hours

Poster authors are asked to ensure that at least one person is available to stand by their poster at these times so that they can engage with delegates and provide additional information about the work being showcased.

All registered delegates will receive notification ahead of the Event to let them know that they will be able to view all posters on the NHS Scotland Event website prior to, during, and after the Event.

Poster authors are asked to note the following:

- You are required to **print your own A0 size poster (in portrait) and bring it to the Event with you** – i.e. the NHS Scotland Event Team cannot take responsibility for printing posters on your behalf.
- You will be required to upload a **PDF version** of your poster to the NHS Scotland Event website by **no later than 17:00 hours on Wednesday 17 April**. You will receive instructions on how to do this from **Tiffany Bonar** who is the **Poster Lead for 2019**. Her contact details are [tiffany.bonar@nhs.net](mailto:tiffany.bonar@nhs.net).
- Once the poster PDF has been uploaded, no changes to the poster title, poster authors or the content of the poster will be accepted. Please therefore ensure that you submit your final version by the deadline.



# PLANNING YOUR POSTER CONTENT

Your poster content must **develop** the work outlined in your submitted abstract.

A useful starting point is to set out all the content that you would like your poster to convey, keeping in mind your target audience.

Your poster should consist of the following sections in this order:

**Title and subtitle:** This section should highlight the poster title and subtitle if required. Please try to keep titles under 20 words - if more words are needed, use a subtitle in a smaller font.

**Poster author(s):** The names of the people involved in the work and their institutional affiliation(s) **starting with the lead author. Authors will be listed in this order across all Event materials.**

**Aim:** Highlight why the project was undertaken and the aim and objectives of the work.

**Methods:** This section should give a more detailed account of the methods used to achieve the outcomes.

**Outcomes/results:** This section should show illustrative examples of the main results of the work.

**Conclusions:** This section should list the main implications of your findings.

**References<sup>1</sup>:** Remember to acknowledge any other individuals, funders or specific programmes associated with your work. Please also include contact details for more information on the project.

**Further information about the Poster Exhibition is available on the [FAQ section of the NHS Scotland Event website](#). Last year's winning posters are also available to view alongside all resources from the Event.**

**For your chance to hear from 2018 poster judges and authors, visit the [website](#) to view a short video for some handy tips on designing posters for the NHS Scotland Event.**

<sup>1</sup> References should follow Vancouver Convention: Name, Title, Publication, Year, Chapter, Page No(s) and should be listed on a separate page

# USEFUL TIPS FOR POSTER DESIGN

## CONTENT TIPS

- Avoid making your storyboard too “text heavy”. Focus on the highlights of your display. If results can be communicated with numbers, graphs or other visuals, do so.
- Your poster content should consist of a mixture of text and pictorial information so keep your text brief and your word count as low as possible.
- Develop your key points and create manageable chunks of text – people generally do not want to stop and read lengthy, densely packed blocks of text.
- Keep sentences to one or two points and keep paragraphs as short as possible.
- Write in a style that is clear, concise and easily scanned by the reader, structuring your text by using headings and sections.
- Have some attention grabbers on your poster such as an eye-catching and interesting statement, striking photographs/graphics or a distinctive colour scheme.

## DESIGN TIPS

- Poster title should be no more than 20 words. If more words are needed, use a subtitle in a smaller font.
- Use all the space at your disposal, but do not cram the content on your poster.
- White space is an important part of the layout, and good use of it can make a poster clear and eye-catching.
- Use colour sparingly – limited use of a few colours is more striking than a ‘rainbow’ approach.
- The flow of information should be clear from the layout.
- Clearly label diagrams/drawings and provide references to them in the text where necessary.
- The title text should be readable from six metres away – at least 48 point text.
- The body text should be readable from two metres away – at least 24 point text.

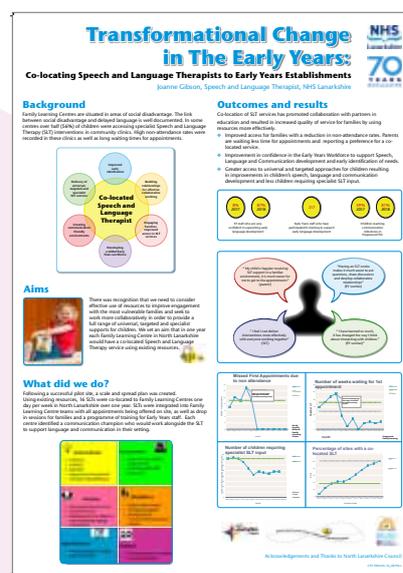
- NHS Scotland has prescribed fonts for communication material – Arial, Stone Sans and Garamond. Refer to the NHS Scotland Identikit for more guidelines on design. [www.NHSScotland.scot.nhs.uk](http://www.NHSScotland.scot.nhs.uk)

## VISUAL TIPS

- Visual images such as photographic images, graphs, charts, diagrams, logos and drawings help to attract and inform viewers much more effectively than text alone.
- Enlarge visuals so that they are easily viewed. Remember that your audience typically views your poster from 1-2 metres away. Use these distances when judging how legible all aspects of your visuals will appear.
- Number and title each visual that you use and be sure to reference them in the text.
- Ensure that any labels you use with the visuals are large enough to be read comfortably.
- Font sizes for these labels should be between 30-36 point.
- Eliminate any non-essential information and try to emphasise the most critical information you wish to communicate.

See below for an example of a winning poster from the NHS Scotland Event 2018.

**All posters will be uploaded to the NHS Scotland Event website prior to the Event. Please upload a PDF version of your poster to the NHS Scotland Event website by 17:00 hours Wednesday 17 April 2019.**



Poster Winner for the 2018 Infrastructure and Transformational Change Categories.

This poster can be viewed on the NHS Scotland Event website, along with all poster from last year's Event.

