24th Annual BACP Counselling and Psychotherapy Research Conference, May 2018

'Counselling changes lives: research that impacts practice'

Tips for Poster Presentations

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!

- Your poster should contain an overview of your research
- Please 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.
- We will provide fasteners – do not use blu-tac
- The poster should be in place before 8.30am on Friday and should remain in place until the close of Conference on Saturday
- It will be possible to erect work the night before (Thursday), or early on the Friday morning
- **Dimension of poster boards**: each board is **6ft tall x 3ft wide** (1830mm tall x 940mm wide). Board accommodate posters both A1 landscape & portrait and A0 portrait.

Preparing a poster for the BACP Research Conference 2018

What is a poster?

A poster is a visual description of a research project, prepared for viewing by those attending the conference. 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. Conference attendees can visit a variety of posters and talk with the people who prepared them. Hand-outs should summarise the poster and include the presenter's contact information.

Why submit a poster?

Poster sessions at the conference gives the opportunity for you to address the full audience in a one minute 'poster session' where you give a brief overview of your research, inviting interest to your stand. It also allows for one-on-one networking between people who prepare posters and others who are interested in learning more.

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 from a distance of at least five feet 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
- Hand-outs summarising poster and contact information

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 rather than being the main part of the poster.

Hand-outs can include more detail on the project and contact information. A poster author should plan to be present during scheduled poster sessions and make themselves available during breaks to discuss their work with interested delegates.