International Forum Poster Guidelines, Kuala Lumpur, 2017

Congratulations on being accepted. Your work will be on show to around 1,000 delegates from around the world over two days of our International Forum. Please take a look at our Poster Guidelines which include all the information you will need to prepare and display your poster.

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Information regarding your poster

What is a poster display at the International Forum?

Each year we receive hundreds of online submissions to display a poster board at our International Forum. A poster at the International Forum provides presenters with the opportunity to outline new information, improvement strategies, ideas, case studies or projects and to celebrate the successes of an individual or organisation on an international scale.

Posters should not advertise any products or services.

Our posters play an important role at the event, and are a great way to network and communicate with other like-minded people from around the world.

How do I accept to display my poster?

Please reply to the results email sent to you confirming the acceptance of your abstract. To confirm that you wish to display your poster, you must register and pay to attend the 2 main days of the event (Friday 25 – Saturday 26 August 2017) by Friday 30 June 2017. Once you have done this we will have a record of your attendance and a display board will be reserved for your poster.

Please click here to view our delegate fees

How do I register to attend?

Registration is now open on our website.

Please note that you must register to attend for Friday - Saturday.

The absolute final deadline to do this will be Friday, 30 June 2017. If you have not registered by this date, we will assume your circumstances have changed and you no longer wish to display your poster at the International Forum. In this instance, there will be no display board available for your poster.

Please note, posters are only displayed on the two main days (Friday - Saturday) and we do not accept any one day registration options for poster displays. Thursday is a “pre-day” only, and all poster displays will be open from Friday onwards. You are welcome to attend the Thursday as part of the 3 day package.

What if I cannot attend myself to put up my poster display?

If you are unable to attend the International Forum yourself to set up your poster display, you are welcome to send a replacement presenter.

Each individual can only display one poster at the event, so we ask that your replacement is not already attending to display a poster.

Unfortunately, you cannot log back in to amend your selected presenter yourself. Therefore, if you would like to inform us that a colleague will be bringing the poster your behalf, please email their name and email address to obulluss@bmj.com along with the title of the poster they will be bringing for display.
Where/when can I set up my poster display?

We will open the poster hall to all poster presenters to come and set up your display from **4:00pm on Thursday 24 August**.

Each poster will be displayed within its submitted theme and our ‘Green Shirt’ team will be on hand to direct you to the correct board.

What will I need to bring to display my poster?

You will not need to bring anything in order to attach your poster to the display board; we will provide fasteners for this.

However, if you would like to have any handouts or business cards on display, you are welcome to bring these along with a sleeve to fasten to your display board.

Shipping and deliveries

We cannot accept any onsite deliveries or shipments of posters to the venue or our offices. We highly recommend that you have your poster printed out and secured in a poster tube prior to your travel to the International Forum.

We will not have any on-site facilities to print posters and we cannot print these and bring them to the event for you.

We also cannot guarantee that we will have storage for your poster tubes or packaging if you bring these with you. We will not take responsibility for any loss or damage to your poster or poster packaging.

Get a QR code for your poster

If the work you are presenting is published in BMJ Quality Improvement Reports, BMJ Quality can provide you with a QR code to include on your poster. This is a great way for delegates to find out more details about your work by simply scanning the QR image with their smartphone. They will then be directed to your published article in **BMJ Quality Improvement Reports**.

The image also includes a short link that delegates can simply enter in a web browser if they don’t have a QR reader installed.

How to get a QR icon for your poster:

1. Simply email us at support@bmj.com with ‘QR Code for Forum’ in the subject field and the title of your publication in the body text.
2. We’ll then email you with your custom QR image (usually within 48 hours) which you can simply paste at the bottom of your poster before printing

Please note, that we can only do this if your work has already been published.
A poster at a conference is a great way to showcase your improvement projects and help others learn from your strategies and experiences. Delegates will have the opportunity to browse posters throughout the duration of the conference, and poster presenters may take the opportunity to present their work to small groups by joining a presentation session.

Top tips for designing your poster

The aim is to tell a story that is clear and inspires others. It should communicate all the key points you want to get across without any additional explanation.

1. **Title:** The title should make it instantly clear what the poster is about. Do not use abbreviations or acronyms as the person viewing your poster may not know what these mean. Try to make it snappy and attention grabbing; you want your work to stand out among hundreds of other posters.

2. **Section headings:** Use section headings to make key messages on your poster standout.

3. **Word count:** The person viewing your poster should be able to understand the key messages from it in 3 to 5 minutes and read the text in under 10 minutes. You may find it effective to reduce the number of words in your poster. Try not to use long sentences and cut out words that do not add meaning to your sentences. Use phrases or bullet points.

4. **Pictures and diagrams:** Pictures and diagrams add visual interest to your poster. Infographics are also useful for displaying information at a glance. Remember to ensure your pictures are high enough quality to be printed at a large size.

5. **Contact information:** Adding your email address or Twitter handle gives people the option to get in touch if they want to know more about your work. You can also generate a QR code for your post to link to further information or a publication - see below for information on how to do this if you are published in BMJ Quality Improvement Reports.

6. **Design:** Although it has an impact on printing costs, effective use of colour on your poster can help to highlight key information and helps your poster to stand out.

7. **Key messages:** Viewers may not have the time or wish to read all your text. A succinct introduction and clearly outlined learning points will help other delegates to understand your main messages.
Layout of your poster: Sizing and design requirements

We recommend you print your poster on A0 sized poster paper (841mm wide by 1189mm high).
All posters must be portrait style.

Please make sure your poster matches the size we have specified below, if your poster does not meet these requirements onsite then we may not be able to accommodate it for display. This will allow sufficient room on your display board for any additional handouts you may like to add.

Each poster will be assigned one poster board to which it will be affixed to. We will supply the fixtures to secure your poster to the display board.

The display board your poster will be attached to are hessian backed and velcro compatible, measuring 1 metre wide by 2.5 metres high.
What makes a great poster?

What makes this poster good?
- Very clear graphs that are easy to understand
- Tells a story using clear headlines
- Colour scheme makes it easy to read
- Use of pictures brings the poster to life
- Key learning points clearly outlined

What could be improved?
- Less text heavy
- Include contact details
- Some graphs are smaller so harder to read
What makes this poster good?

- A very clear title explaining the whole project
- More pictures or diagrams
- Easy to read each section, as typeface is large, and there isn’t too much information
- Includes all the most important information for someone reading it to do a similar project

What could be improved?

- Larger font size
- Less text
- More pictures or diagrams
Video Posters

In addition to displaying and presenting a poster at the International Forum 2017, authors and participants are invited to produce a short video explaining their ideas and work in improving quality of healthcare.

Please note that you can make use of this opportunity only if you have an accepted abstract and have registered to attend and display your poster during the conference.

What is a video poster?

The video posters are short videos in which the presenter discusses the nature and impact of their research/project illustrated on their printed poster. This is a great opportunity to explain your ideas and improvement work in a more engaging way to a wider audience.

These video posters will be shown at the International Forum, will feature on The International Forum YouTube channel, and will be pushed out through our social media channels. Our aim is to enable you to present your project to a wider global audience in a personal, engaging way. It is envisaged that video abstracts will enhance viewers’ understanding and appreciation of a poster through the accessible presentation of the main results and conclusions reported, and increase the reach of the project.

How do I create a video poster?

Videos should be no more than 2 minutes long, and they should summarise the main experience that would be of interest to others, plus the impact on clients/patients and on the healthcare system as a whole.

This may be achieved through you presenting directly to the camera. However, in the interest of maximising engagement and visibility, presenters are encouraged, where appropriate, to combine footage of themselves with other relevant material of interest (such as use of imagery, animations, or video of the intervention). Presenters should be aware that use of material from previously published work will require appropriate permissions to be sought from the publisher.

All you need is a smartphone! Whilst an HD video camera and external microphone will produce the very best quality, a perfectly good video can be made with a smartphone or tablet.

There are many tutorials online which can help you with producing a video poster, using freely available software often already installed on your computer. Windows movie maker and Apple imovie are the most common examples. Below are a few guidelines for the video, but if you have any questions about how best to produce them, please contact Harriet Vickers (hvickers@bmj.com), multimedia producer for BMJ Learning at BMJ.

Guidelines

In producing a video abstract, authors are asked to adhere to the following basic guidelines:

1. Video abstracts should not last longer than 2 minutes.
2. A video abstract should be based on the poster’s abstract.
3. The author presentation should be in a style and in terms that will be understandable and accessible to users outside of the immediate field of the article.
4. Inclusion of additional relevant material such as images, animations and/or clinical footage are strongly encouraged – use materials you have created for talks.

5. If including a video on an intervention, patient consent will be required using the standard BMJ patient consent form.

6. When delivering video to us, please use the compression parameters that video sharing sites use. Often these are standard options from your editing software. A comprehensive how to page is available from the Vimeo website.

7. Terms and conditions regarding the use and distribution of video abstracts will apply in line with the Forum Poster Licence

PLEASE NOTE: All video abstracts will be assessed for suitability by the International Forum team.

Guide to filming with a smartphone or tablet

1. Set the video format to the highest available quality.
2. Film horizontally not vertically.
3. Shoot in airplane mode to avoid interruptions and notifications.
4. Turn on stabilization if the camera app supports it.
5. A tripod or support produces the most stable video, but if the device is being held, use two hands.
6. Try not to use the camera zoom as it reduces image quality.
7. Film in a well-lit, quiet space.
8. Have some contrast between the subject/s and background.
9. Shoot a 10-second or so test to check picture and sound quality.
10. Have a look at the many online resources of tips for producing good quality video with a mobile device.

Submit your video poster here!