



## International Forum ePoster Guidelines Hong Kong 2024

Congratulations on being accepted to display your ePoster at the Hong Kong Forum. Your work will be shown digitally on ePoster screens during the three days of the forum and available via the online event app. Please read through our ePoster guidelines thoroughly, it includes all the information you will need to prepare and submit your ePoster.

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## **ePoster FAQs**

### **What is an ePoster display at the International Forum?**

An ePoster 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.

*ePosters should not advertise any products or services.*

ePosters will be displayed on our event app before and after the International Forum.

ePoster authors attending the International Forum in person **will not** need to bring their ePoster along in a traditional printed format, as they will all be displayed digitally on ePoster screens.

### **How do I confirm my ePoster at the International Forum?**

Registration is now open on our [website](#).

You must ensure the following instructions are followed to **confirm your ePoster**.

- To confirm the ePoster display, the nominated presenting author must register and pay to attend the two main days of the event (27-28 August 2024) **by 01 July 2024**.
- The ePoster author's registration will be linked to the confirmed ePoster, providing a record of attendance and ensuring that you receive the information to submit your ePoster for display.
- **We will only contact authors who have registered to attend the conference by the Monday 01 July deadline with a submission link to upload their ePoster.**

**All ePosters will be displayed on-site on ePoster boards during the three event days (26-28 August 2024).** The ePoster screens will be grouped by ePoster topic.

**All presenters will need to submit a PNG version of their ePoster to be uploaded on our event app.**

The ePoster will be searchable by topic, author and keywords. We will share a link to the event app so that attendees can look at the ePosters on their mobile device, tablet or desktop at their convenience.

### **How do I submit and upload my ePoster?**

We will only contact authors who have registered to attend the conference by the Monday 01 July deadline with a submission link to upload their ePoster.

### **What if the incorrect author is listed?**

If you are unable to attend the conference, you are more than welcome to nominate a colleague to submit your ePoster on your behalf.

Unfortunately, you cannot log back in to amend the author yourself. Therefore, if you would like to inform us of a change in the author, please email their name and email address, along with the title of the ePoster they will be displaying, to [clloyd@bmj.com](mailto:clloyd@bmj.com).

*\*\*Please note: we operate a strict **ONE abstract per author policy**, and we ask any authors nominated to display multiple ePosters to **choose one to display themselves**, and allocate their additional ePosters to co-authors/colleagues. Please ensure your replacement is not already attending to display an ePoster.\*\**

### **If there have been any changes to my project do I need to update you?**

No, but feel free to update the ePoster that you submit for upload with your latest findings. Please ensure the authors name and title remains the same.

### **Will there be oral presentations for ePoster authors at the International Forum?**

Yes, we will provide an area for those selected for an oral presentation to present their work at the Forum. We will send further information and instructions to those selected, closer to the event.

### **Will there be any conference proceedings?**

Yes, there will be sessions built into the agenda for those that would like to listen to our ePoster Presenter's findings.

For ePoster displays, these will be easily searchable on the event app and screens during the event, and they will also be made accessible after the event for six months.

### **Can I get an ePoster Certificate of Attendance?**

Yes, your certificate will be sent to you via email two weeks after the event.

### **Can I display the International Forum logo on my ePoster?**

The International Forum does not allow the use of BMJ, IHI, or any International Forum affiliated logos, to be displayed on ePosters at the International Forum.

### **Does my ePoster have to be in English?**

Yes, all ePosters need to be in English; your abstract will be unsuccessful if submitted in another language.

## How to design and create your ePoster

We will not be accepting any changes after the deadline, or at the event, so please follow these instructions carefully.

### Design Layout

1. The ePoster should be in portrait orientation.
2. Number of pages (slides): one (1).
3. Please be mindful of any copyright issues of photos used when creating your ePosters.
4. **Submit ePoster file in PNG or JPEG format**. The file must be no larger than 512MB
5. The ePoster should be submitted with the minimum resolution of 1080 X 1920 - Please watch the following video for a guide: **How to export high resolution images from PowerPoint**

**NOTE: If you need to convert PDF to PNG or PPT to PNG, then you can use these free online tools:**

- 1) <https://online2pdf.com/>
- 2) <https://www.pdf2go.com/convert-from-pdf>
- 3) <https://pdf2png.com/>
- 4) <https://cloudconvert.com/ppt-to-png>

### ePoster > How to set up your ePoster in Powerpoint

1. Open Microsoft Powerpoint
2. Click 'design'
3. Click 'slide size'
4. Click 'custom slide size...'
5. Change the orientation to portrait widescreen (16:9)
6. Click OK and make sure the page has a minimum resolution of 1080 X 1920 (video link with instructions above)
7. Once completed save as PNG or JPEG. The file must not be larger than 512MB

## Top tips for designing your ePoster

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 ePoster is about. Do not use abbreviations or acronyms as the person viewing your ePoster 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 ePosters
2. **Section headings:** Use section headings to make key messages on your ePoster stand out
3. **Word count:** The person viewing your ePoster 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 ePoster. 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 ePoster. 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:** Effective use of colour on your ePoster can help to highlight key information and helps your ePoster 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.

## Some tips on how to make a great ePoster

What makes an ePoster good?	Considerations
Very clear graphs that are easy to understand	Not too text heavy
Tells a story using clear headlines	Include contact details
Colour scheme makes it easy to read	Make sure your graph is large enough to read
Use of pictures brings the ePoster to life	Font size
Key learning points clearly outlined	
Clear title explaining project	