



International Forum Poster Guidelines Utrecht 2025

Congratulations on being accepted. Your work will be shown traditionally as physical posters on boards during the upcoming International Forum, and also available online on our Poster platform. Please read through our Poster Guidelines thoroughly, it includes all the information you will need to prepare and submit your Poster.

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Poster FAQs

What is a Poster display at the International Forum?

A Poster display 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.

Posters should not advertise any products or services.

Posters will also be displayed on our ePoster platform before and after the International Forum.

Presenters attending the International Forum in person will also need to bring their poster along in a traditional printed format and display it on a poster board.

How do I confirm my Poster at the International Forum?

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

To confirm the Poster display, the nominated presenting author must register and pay to attend the two main days of the event (22 & 23 May 2025) **by 9 April 2025**.

All posters will be displayed on-site on physical poster boards during the event and the Poster boards will be grouped by poster topic.

All presenters will also need to submit a PDF version of their Poster to be uploaded on our virtual platform. The Poster will be searchable by topic, author and title. We will share a link to the platform so that attendees can view the ePosters online 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 Wednesday 9 April deadline with a submission link to upload their Poster.

Where/when can I set up my printed Poster?

The exhibition hall will be open for all 3 days of the conference this year.

Our team will be on hand to direct you to your Poster board.

What if the incorrect presenting author is listed?

If you are unable to attend the conference, you are more than welcome to nominate a colleague to submit your Poster on your behalf. If you would like to inform us of a change in the presenting author, please email their name and email address, along with the title of the poster they will be bringing for display, to charlotte (clloyd@bmj.com).

****Please note: we operate a ONE abstract per presenter policy, and we ask any presenters nominated to present multiple posters to choose one to present themselves, and allocate their additional Posters to co-authors/colleagues. Please ensure your replacement is not already attending to display a Poster.****

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

No, but feel free to update the Poster 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 poster presenters at the International Forum?

Yes, you will have the opportunity to sign up to present your work on one of our Poster Stages at the Forum. We will send further information and instructions on how to sign-up after the Early Bird deadline of 19 March and this will be on a first come first served basis.

Will there be any conference proceedings?

Oral presentations will now be included in the programme and event guide.

Can I get a Poster 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 poster?

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

Does my Poster have to be in English?

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

How to design and create your Poster

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

Design Layout

1. *The poster should be in portrait orientation.*
2. ***Your page layout must be 841 mm in width and x 1189 mm in height***
3. *Number of pages (slides): one (1).*
4. *For embedded images please use .jpeg or .png file formats. Please be mindful of any copyright issues of photos used when creating your posters.*

Printed Poster > How to create your Poster for Printing

- We recommend you print your poster on A0 sized poster paper (**841 mm wide by 1189 mm high**).
- Your poster will be attached to the poster board with velcro tape.

All posters must be portrait style.

Please make sure your poster matches the size we have specified above, 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.

Guidelines on submitting your PDF Poster for our online platform will be sent out separately.

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 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 stand out
3. **Word count:** You 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 social media 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 poster to link to further information or a publication
6. **Design:** 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.

Some tips on how to make a great Poster

What makes a poster 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 poster to life	Font size
Key learning points clearly outlined	
Clear title explaining project	