NEGLECTED TROPICAL DISEASE
NGO NETWORK
A global forum for nongovernmental organizations
working together on NTDs

Creating your NNN Conference poster

This document is a rough guide to creating your poster. These are not rules, but will give you a starting point if you need one.

A poster is a poster, but also….

Think of your poster as a **networking tool**. The primary purpose of a poster is not to communicate every little detail of your subject, but rather to attract people's attention and serve as a conversation starter.

Your poster is also a **communication tool**. A poster should use visuals to draw people in from a distance. Then, as people step closer and begin reading it, go ahead and give the background information necessary so that they can put your work into context, understand what you have done, why you have done it, and come to realize its broader impact.

Your conference poster should be a visual abstract, that is, a concise and visual summary of your research. Its purpose is to be accessible and to drive attention to your research.

Preparation

- First we recommend that you think about your target audience. At the NNN you can expect program implementers, persons affected by NTDs, NGOs, donor organizations, academic researchers, and more. The NNN conference is oriented towards programme delivery, and encourages exchange of best practices. It is not a scientific conference.
- Make sure your poster is written in plain English, so it engages both experts and non-experts alike.
- Your poster should be visually engaging and with a limited amount of text. Bullet points will help you communicate your key messages effectively.
- Use sections with headers, to make the logical flow of the sections as easy as possible for the viewer to follow. If you are presenting research, the following headings may be appropriate, but do feel free to be creative and bold to draw the reader's attention.
    1. Background
    2. Questions / knowledge gap
    3. Methods (keep this to the bare minimum or skip it if you can)
    4. Results
    5. Conclusions
    6. References and acknowledgements (smaller at the bottom).
- Try to keep your word count under 250 in total. Possibly <150 words.
- Use a maximum of one or two scientific graphs, and make sure your audience can easily understand them.

Visual concept

- Layout & size: We would recommend to create your poster in a portrait format (although some conferences may specify a landscape layout). Ensure the
- Panels - Start with an enlarged and readable title right at the top
    - Create a simple layout of panels that make it easy for the viewer to navigate.
    - Leave space at the edges

- Conference poster layout examples:
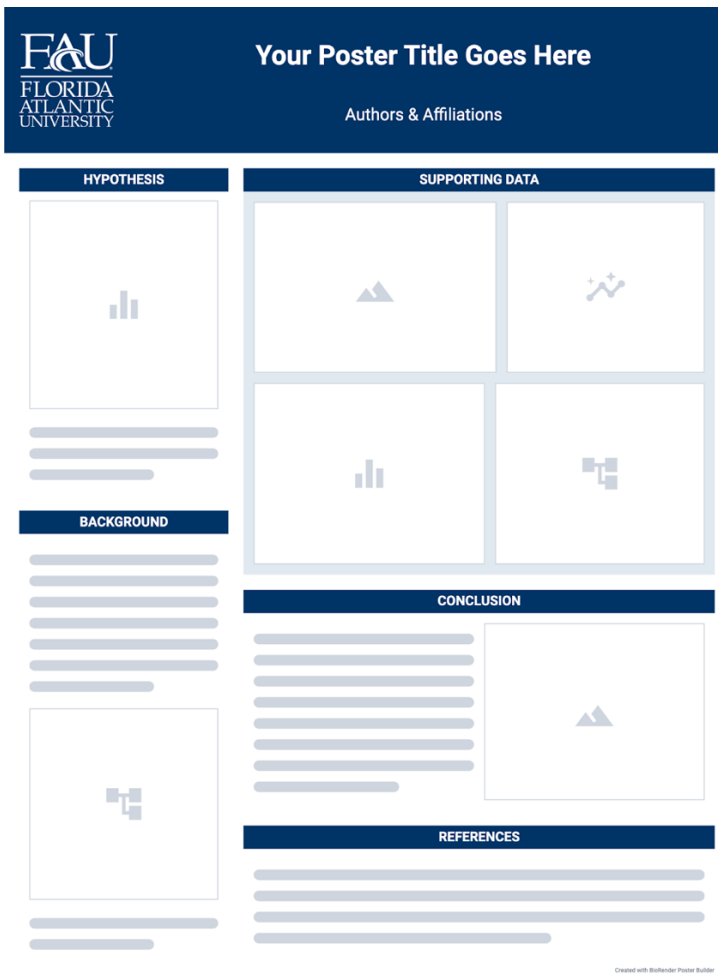
Design

- Negative space - It's good to avoid making your poster too busy. Clear space will help the readers understand the information flow. 30-40% of your poster should be clear space.
- Eye-catching visuals - don't overcrowd your poster, just include one big visual that's related to your subject and can draw people in from a distance.
- Colour scheme - use a limited number of colours (3-5) that complement each other (including in any graphs). Make sure you have high contrast between colours, so it's easily readable.
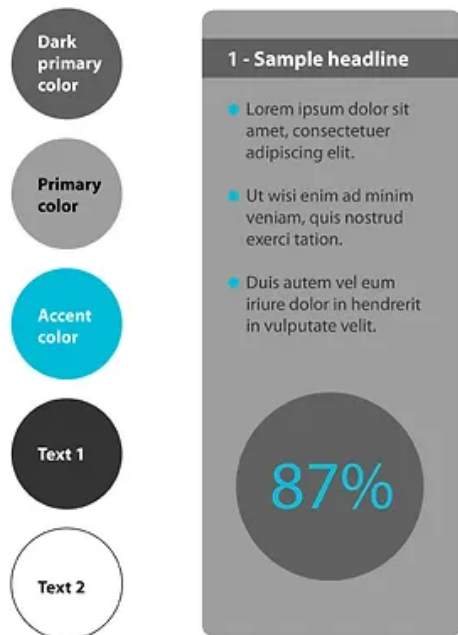
Example 1   Example 2
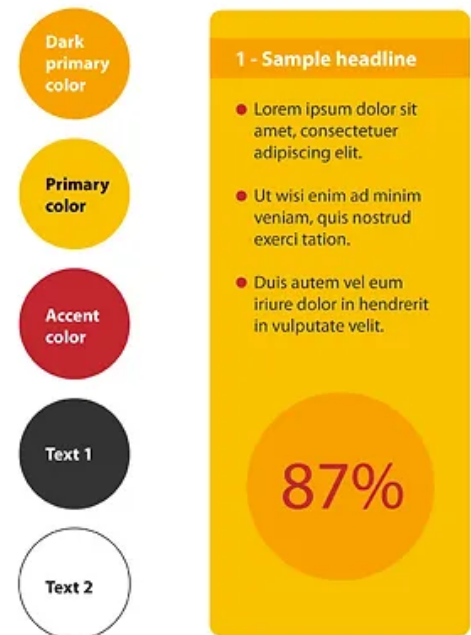
- Background - for ease of reading, leave the background white, grey, or filled with a light colour from your colour palette.
- The fewer fonts and font sizes you use, the better. Keep fonts to the popular options -

Arial   Roboto   Montserrat
Calibri   Avenir   PT Sans
Verdana   Futura PT   Soleil

- Boldface should be used on titles and headlines. Font size should be 90 for the Title, 60 for the headlines, and 36 for the body text.
- Include contact information - name and email, or a QR code to your social or academic profile.
- There are many free software options to design your poster, such as Microsoft PowerPoint, Google Slides, or even Canva. Or you can use more complex, paid-for ones too, like Affinity Designer, Adobe Illustrator or InDesign.

Printing & presenting

- Test print your poster in A4, or A3 size and check that important information isn't too close to the margins.
- Use RGB colours for digital files(for virtual attendees on the NNN app), and CMYK for printing.
- Design in a high-resolution - for high-quality printing posters and images should be around 300 dpi (dots per inch).
- Try to avoid shiny paper. Print on matte paper, or use canvas / cloth if available.
- Prepare and sharpen your pitch. Practice walking people through your poster in about a minute, and then start a conversation with them.

Presenting your poster at the conference, striking up a conversation with strangers and being engaging in 60 seconds or less can still be a dauting task. Read this helpful 'An introvert's guide to surviving a poster presentation' by AnimateYourScience for 5 simple tips.