

Poster Guidelines

All poster applications must be submitted electronically by Friday 17 February 2023 to conference@mstrust.org.uk

The MS Trust conference poster exhibition provides an opportunity to showcase examples of excellence in evidence and practice in MS care. Research, audit and service improvement projects are all eligible for submission as posters. Posters will be displayed throughout the conference and there is time in the programme for poster authors to respond to delegate questions. All posters are entered into a fast-paced and entertaining ‘poster speed-dating’ session.

Posters will be judged by an impartial panel and the winner will be announced at the end of the conference. Only practicing UK clinicians are eligible to win the poster prize. Judges will consider the content, style and innovative nature of your project or research and how well this is communicated in your poster.

If you have undertaken a research or audit project, gathered evidence about your practice or service or worked in partnership with other teams or services and would like to present this as a poster, please follow these guidelines:

BEFORE THE CONFERENCE

Abstract submission

The first step is to complete the poster application form together with an abstract of your poster. The abstract, which should not exceed 300 words, should be a brief explanation of the content and purpose of the poster. A suggested structure would be:

- aim of the poster
- why this work is important
- briefly what was done
- summary of the outcome

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Preparing your poster

The maximum poster size is **A0 portrait (84 x 119cm)**; posters that exceed this size cannot be displayed.

General points

- For tips and clear practical advice go to the Q&A video and read the one page article by Arun Natarajan, “The art of making good posters”.
- Your poster needs to be eye catching and look professional, although it does not need to be professionally produced.

Title

- The title should be short, but informative. It should be inviting and make people want to read your poster and find out more.

Content

- ❑ The poster should only contain the main points of information you wish to convey, but in enough detail for someone new to grasp the idea. Further details can be provided as handouts or in answer to specific questions.
- ❑ A logical structure is very important. The following format may be useful to organise the content:
 - **Background** - statement of the problem and its relevance to people with MS. It's useful to put this in context with a few references.
 - **Aim** of the project.
 - **Method** - what you did, in enough detail for someone else to imagine trying it.
 - **Results** - what you found/what happened/what changed - backed up by some evidence (maybe survey, observation, patient satisfaction, audit etc).
 - **Discussion** – how did your findings relate to the original problem? Was it as anticipated? Were there any surprises? Any new insights? Did you achieve your aims? If not, why not? Any suggestions for improvement? Implications for health professionals.
 - **Conclusion** – brief summary of the outcome in relation to the original aims.

Format

- ❑ Use clear, concise English.
- ❑ Avoid using all capital letters, even in the title, as they are visually confusing.
- ❑ Make sure that the text is large enough to read from 1m away; keep text to a minimum of 18 point and larger for the title.
- ❑ Where possible convert data to properly labelled graphs, which are easier to read.
- ❑ Use the spell-check! Get a colleague to read through the poster and check the spelling/grammar. Is it easy to read? Is the order and layout clear to someone looking at it for the first time?

You can see a copy of the poster judging checklist in the resources section of the website.

Good Luck!

For further information please contact: Helen Bengtsson on 01462 542460 or email helen.bengtsson@mstrust.org.uk

This education event will be organised by Multiple Sclerosis Trust (Education) Ltd.
Registered Office: The Spirella Building, Bridge Road, Letchworth, Herts SG6 4ET.
Registered Company No. 5105344, registered in England and Wales. VAT No. 836 4756 95.
All profits are donated to Multiple Sclerosis Trust. Registered Charity number. 1088353.