

To create an effective poster, you should focus on achieving the following objectives:

**Captivate the audience's attention:** Your poster needs to stand out and grab the viewer's interest at first glance. All accepted speakers (including co-presenters) must register for the conference to attend and present their work. Speakers can attend the conference for free. All students are free to attend and/or present.

**Provide a quick overview:** It is crucial to swiftly acquaint the viewer with the fundamental aspects of your subject.

**Generate curiosity:** Spark the viewer's curiosity and make them eager to learn more about the topic you are presenting.

Here is a guide on how to prepare your poster presentation to accomplish these goals:

**Opt for easily readable fonts:** Use simple, print script fonts that are large enough to be read from a distance.

**Utilize visual cues:** Incorporate arrows, numbers, bullet points, or other visual devices to guide viewers to read the poster in the preferred sequence.

**Emphasize visuals over text:** Minimize the amount of text on your poster. Instead, emphasize graphics, charts, graphs, and photos. Visual elements are more engaging and effective in conveying information to the audience.

Maximize the content you plan to include in your Narration recording by reserving it exclusively.

- When designing your poster, utilize empty areas strategically to draw attention to specific information. Group related elements together, such as a photo and its accompanying text, and then separate each item by leaving blank spaces around it. Maintain a balanced distribution of your content throughout the poster. A practical approach is to divide your poster into three or four sections horizontally or vertically and allocate your materials accordingly. Keep the amount of text on your poster to a minimum. Instead, prioritize using visuals, charts, graphs, and photos. Avoid crowded and cluttered designs that can be challenging to read. Focus on creating a poster that encourages discussion rather than providing a lengthy presentation.

When selecting a background, opt for neutral or grayish colors as they are easier on the eyes than bright colors. Dark backgrounds can enhance the brightness of a dark photo, while the vice versa is true for light backgrounds.

Ensure that the title of your presentation is prominently displayed in large letters at the top center of the poster. Additionally, include the name(s) of the author(s) and the institution where the work was completed. Place your contact information in the upper-right corner, such as your email address and telephone number.

Consider including a reproduction of the abstract on the upper-left side of the poster. It is also advisable to include sections such as "Introduction," "Summary," or "Conclusions" to provide a clear structure for your poster.

Poster Presentation Requirements:

1. To facilitate publishing, upload your poster as a PDF file with the highest resolution possible
2. Ideally, set the aspect ratio of your poster to '16:9', which provides a balanced width-to-height ratio
3. Your entire poster should fit on a single slide, meaning it should be limited to one page in your PDF file

4. Use sans-serif fonts like Arial or Calibri for improved legibility
5. Ensure that the minimum font size is not smaller than 6pt.