

Top Tips: Creating a Conference Poster

Before you start:

- Check the conference poster requirements, e.g. size and layout
 - For the UKMi conference the poster should be prepared in portrait format to be displayed on panels 2m high and 1m wide.
- Review the marking scheme if available ([UKMi Conference abstract and poster marking](#))
- Know your audience:
 - Pitch information at the right level.
 - Guide to further information, e.g. include QR code linking to the full poster or project online.

Tell a story:

- Use a clear, concise, engaging title.
- Decide on one key learning outcome or main message.

Choose a clear layout and logical flow:

- Use a logical flow, e.g. Introduction/Aim → Methods → Results → Discussion/Impact → Conclusions/Take home messages.
- Consider using 2–3 vertical columns, not one long block of text.
- Separate sections with clear headings and subtle borders or shading.
- Ensure body text is large enough to read from 1–2 metres (e.g. 24–28 pt equivalent).

Keep text short and focused:

- Use bullet points or short paragraphs – focus on the highlights.
- Use clear language that can be read in 2-3 minutes.
- Avoid unnecessary jargon, define any technical terms.
- Word count – aim for 300 - 800 words.

Make data visual:

- Consider using tables, simple charts/graphs, flow diagrams.
- Use consistent, non-clashing colours.

Use images and icons carefully:

- Consider using relevant images or icons.
- Ensure you have appropriate permission and avoid identifiable patient information.

Include evaluation and impact:

- Show before-and-after data.
- Highlight 1 or 2 measurable outcomes with simple visuals.
- Include quotes or feedback from other professionals or patients where possible/relevant.
- Mention any spread or sustainability.

End with clear take-home messages:

- List 3 - 5 key learning points or practice changes.
- Finish with a “So what?” sentence explaining why this matters.

Design tips:

- Use high-contrast colours, e.g. dark text on light background.
- Avoid very small text and leave space around sections.

Design tips:

- Proofread for spelling, grammar, and consistency of terms.
- Confirm names, job titles, and Trust logos are correct. All authors should be listed with their organisation.
- Print a small test version (e.g. A4) to check readability and layout before final printing.

Further Guidance

[Research: Publishing a poster | Medicines Learning Portal](#)

Royal College of Pharmacy: [Research conferences - Royal College of Pharmacy](#)

[UKMi Conference abstract and poster marking](#)

[Examples of posters from previous UKMi conferences](#)

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