

# British Mastitis Conference 2019

## Guidelines for the preparation of manuscripts, presentations and posters.

[www.britishmastitisconference.org.uk](http://www.britishmastitisconference.org.uk)

### Guidelines for the preparation of manuscripts

If you have been asked to prepare a full manuscript for inclusion in the conference proceedings, it will be made available to all delegates. It will also be available on the conference website approximately 6 months after the conference. We would be most grateful if you would adhere to the following guidelines. An example and electronic MS-Word 2007 template has been sent to you with these guidelines, but also available from the BMC web site.

#### FORMAT OF MANUSCRIPT

- ❖ All text will be in Bookman Old Style font.
- ❖ Manuscript titles will be in Bookman Old Style - 14 point bold, upper case.
- ❖ Author(s) names should be on a separate line in Bookman Old Style 12 point sentence case (bold), with the name of the presenting author underlined.
- ❖ Organisation names & addresses should be on a separate line in Bookman Old Style - 10 point sentence case (not bold) and appropriately identified to author using superscript numbers as reference.
- ❖ Major section headings should be in Bookman Old Style 12 point upper case (bold) and minor section headings should be 12 point sentence case (bold).
- ❖ Major section headings should be separated from the paragraph above by two lines and minor section headings by one line.
- ❖ The text should be in Bookman Old Style 12 point sentence case (not bold), single line spaced and justified.
- ❖ Paragraphs should be separated by a single line.
- ❖ Page margins should be: 2.54cm top; 2.54cm left; 2.54cm right; 2.54cm bottom.
- ❖ Pages should **not** be numbered.

### CONTENT OF MANUSCRIPT

- ❖ Manuscripts may include tables and graphs.
- ❖ **Do not** embed graphics in the text. Save graphics files as separate and appropriately numbered/identified documents so that these can be added to the manuscript by the Organisers.
- ❖ Ensure graphics, tables *etc.* are suitable for **black & white** printing.
- ❖ Major section headings as follows are for guidance only and are not mandatory: summary, introduction, materials & methods, results, discussion, conclusion, references, acknowledgements. Other, more relevant, section headings may be given.
- ❖ A summary should be included at the start of the manuscript. This should be no more than 1/3 of an A4 page long and should include all the salient points of the presentation.
- ❖ Tables of data should be included wherever relevant. These must be numbered sequentially in the order in which they appear in the text.
- ❖ References should be indicated in the text by means of a number in parenthesis. These should be quoted in alphabetical order in full and according to convention at the end of the full paper, as per the example.
- ❖ Scientific names should be italicised and written in full when first used, but on repetition, the genus name should be abbreviated with the first letter of the genus only.

### SENDING YOUR MANUSCRIPT

- ❖ Email your manuscript to Brian Pocknee ([bovines@consultant.com](mailto:bovines@consultant.com)), ideally as an attachment in Word 2007 format.
- ❖ Ideally also send a pdf copy of the manuscript to allow checking that symbols *etc.* have opened correctly.

### SUBMISSION DATE

The full final manuscript **must** arrive by **14 October 2019**, to allow proceedings to be compiled and sent for printing.

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## Guidelines for the preparation of PowerPoint presentations

### FORMAT and CONTENT of PRESENTATIONS

The following points should be taken into consideration when preparing your oral presentation.

- ❖ All presentations are likely to be made to an audience of approximately 100 veterinarians, farm advisers, scientists & farmers.
- ❖ Ideally, use Microsoft PowerPoint software.
- ❖ All presentations will be computerised (LCD projector).
- ❖ Try to keep the content of your slides as simple as possible e.g. bulleted lists not chunks of text.
- ❖ Try to keep the appearance of your slides simple and as consistent as possible, e.g. by use of a recurring 'style theme'.
- ❖ The wording should be large and as legible as possible.
- ❖ Consideration should be given to colour blindness when choosing colours for your presentation *e.g.* avoid use of red and green together on graphs.
- ❖ The colours and background of the slides have a large impact. White letters reversed out of a black background are far more effective than black lettering on a white background. Likewise, the choice of colours should be considered *e.g.* yellow lettering on a blue background provides a good visual effect.
- ❖ Simple and effective graphics will enhance the presentation. Information presented in the form of 'pie charts', bar charts or graphs is easier to relate to and understand than lists of information.
- ❖ Excessive use of animations (e.g. titles flying in from right & left) is **not** advised as these are distracting to the viewer and may detract from the content of the slide. If you wish to use these, please keep them as simple as possible.

- ❖ Each slide should contain only the main points that need to be conveyed. Overcrowding of the slide with tiny text should be avoided particularly if it is only to be shown for a short space of time. These main points can be elaborated upon in the talk.
- ❖ Where possible each slide should be restricted to one idea. A theme can always be enlarged with further slides, building from the original.
- ❖ Your presentation may be edited by the Conference Organisers and mailed back to you before the conference for approval.
- ❖ Handouts provided during the meeting will not be permitted as distribution is both time-consuming and distracting to the audience.
- ❖ You will be given further instructions at dinner on the evening before the conference. If you are not present to receive this information, please inform the Organisers and ensure that you are available no less than 60 minutes before the start of proceedings on the day of the conference.
- ❖ You will have the opportunity to have the use of the equipment explained before the start of proceedings on the day of the conference. All speakers are asked to meet for a speakers briefing at 8.45am on the morning of the conference.

### SENDING YOUR PRESENTATION

- ❖ Email your presentation (PowerPoint) to Brian Pocknee ([bovines@consultant.com](mailto:bovines@consultant.com)).
- ❖ Alternatively, please post on a file transfer service such as "Dropbox" if the size of the presentation is too large for the e-mail system used, with download instructions forwarded to Brian Pocknee.
- ❖ Inform the Organisers of any other special requirements for your presentation.

### SUBMISSION DATE

It would be much appreciated if you can send the FINAL presentation no later than **4 November 2019**.

Do inform Brian Pocknee if this deadline can't be met.

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## Guidelines for the preparation of posters

The poster display forms an important element of the British Mastitis Conference. Your contribution is most welcome. Some relevant information to help you prepare and present your material follows.

### BEST POSTER AWARD

A framed certificate will be awarded for the best poster as voted by the delegates. This will be awarded for the poster that best meets the following criteria:

- ❖ Eye-catching (5 second impression).
- ❖ Clarity of presentation, flow and layout.
- ❖ Message – clear, novel & important.

### ABSTRACT PREPARATION

You have been asked to prepare an abstract of your poster for inclusion in the conference proceedings. The following guidelines should be noted and adhered to wherever possible.

- ❖ Abstracts **will** be limited to two pages of A4 in the proceedings and we reserve the right to editing by the Organisers to ensure the abstract fits the space available (please do not decrease your font size to make the text fit!).
- ❖ The Format of abstracts is the same as the Format of manuscripts (see Guidelines for the preparation of manuscripts, above).

An example and electronic MS-Word 2007 template has been sent to you with these guidelines, but also available from the CLC web site.

### POSTER SPECIFICATIONS & GUIDELINES

- ❖ Keep information to an absolute minimum so that the message is easily received *e.g.* within 2 minutes of reading.
- ❖ Readable from 2-3 metres distance.
- ❖ Title headings – at least 40mm high.
- ❖ Main text, abstract and conclusions – at least 10mm high.

- ❖ Lettering should be in dark colours.
- ❖ Use no more than 3 colours and do not combine red with green.
- ❖ Avoid large tables of data.
- ❖ Use photographs and simple figures or drawings wherever possible.
- ❖ Omit detailed descriptions of methods.
- ❖ As a general rule, the message should be gained in one minute.
- ❖ Have a simple summary.

### POSTER LAYOUT & SPACE

- ❖ The boards are 1.8m (w) x 1.2m (h), i.e. suitable for an A0 size poster, portrait orientation.
- ❖ Posters may be portrait or landscape (please remember to inform the organisers which layout of board will be required by **1 October 2019**).
- ❖ You may bring A4 leaflets of the complete poster to give out to delegates (not compulsory).
- ❖ You are encouraged to include a photo of the presenter for ease of identification by delegates (not compulsory).
- ❖ Up to two boards can be used if space permits (please remember to inform organisers if more than one board will be required, no later than **1 October 2019**).

### SUBMISSION DATES

- ❖ Send the poster title as soon as possible.
- ❖ If the poster is to be considered for oral presentation then the abstract (maximum of two pages) **must** arrive by **30 September 2019**. **The deadline for all other poster abstracts is 14 October 2019**, to allow proceedings to be compiled and sent for printing.
- ❖ Email your manuscript to Brian Pocknee ([bovines@consultant.com](mailto:bovines@consultant.com)), ideally as an attachment in Word 2007 format.
- ❖ Ideally also send a pdf copy of the manuscript to allow checking that symbols *etc.* have opened correctly in the word document.

Confirm the presenter and number/layout of posters (1 or 2) by **1 October 2019** to receive one half-price ticket (registration form must also be completed. This can be found on the BMC web site).