

# British Mastitis Conference 2011

## Guidelines for the preparation of posters

The poster display is a most appreciated part 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 shield is awarded for the best poster as voted by the audience. This is usually 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
- ❖ Follows these guidelines

### SUBMISSION DATES

- ❖ Send the poster title as soon as possible
- ❖ An abstract (two page maximum) for the proceedings must arrive by **3 October 2011** at the absolute latest
- ❖ Confirm the presenter and number/layout of boards by **3 October 2011** to receive one half-price ticket

### ABSTRACT PREPARATION

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

- ❖ Only two posters per research group will be accepted
- ❖ Allow both margins and headers/footers to be 2.54cm each
- ❖ 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!)
- ❖ Abstracts may include tables and graphs
- ❖ All text will be in Bookman Old Style font
- ❖ Titles will be in Bookman Old Style - 14 point bold
- ❖ Author names will be in Bookman Old Style - 12 point bold
- ❖ Organisation names will be in Bookman Old Style - 10 point
- ❖ Main text will be in Bookman Old Style - 12 point

An electronic Word template is available at [www.britishmastitisconference.co.uk](http://www.britishmastitisconference.co.uk) or from Brian Pocknee on request (e-mail: [bovines@ntlworld.com](mailto:bovines@ntlworld.com)).

### POSTER SPECIFICATIONS & GUIDELINES

- ❖ Keep information to an absolute minimum so that message received easily *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

- ❖ 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)
- ❖ Posters may be portrait or landscape (please remember to inform the organisers which layout of board will be required by **3 October 2011**)).
- ❖ The boards are 1.16m x 0.87m
- ❖ Up to two boards can be used if space permits (please remember to inform organisers if more than one board will be required).