

# NHS Scotland Event 2024

*Planning for the Future: Delivering Health  
and Care Services through Innovation and  
Collaboration*

Monday 10 June 2024  
SEC, Glasgow

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Healthier  
Scotland  
Scottish  
Government

# NHS SCOTLAND EVENT 2024

The NHS Scotland Event 2024 poster exhibition at the SEC will combine both our traditional A0 poster display with the addition of an online poster showcase.

We're delighted to be using the Learning Toolbox again for this year's Event. This will allow poster authors to add supporting material to supplement their poster.

Successful poster authors will be required to:

1. Create, print and display an A0 portrait poster;
2. Upload a PDF of their poster to the Learning Toolbox platform; and
3. Add additional resources (optional) to the Learning Toolbox to support their poster e.g. images, videos, audio, documents, apps and links to social media and online resources.

## MINIMUM REQUIREMENT:

Each poster author must create a poster based on the original abstract submission and print an A0 portrait version of the poster for display at the NHS Scotland Event.

## SUPPORTING CONTENT:

There is also an option to include many different resources including images, videos, audio, documents, apps and links to social media and online resources.

## USING THE LEARNING TOOLBOX

Please note that a comprehensive set of guidelines on how to use the Learning Toolbox will be emailed to all poster authors at the start of the poster design stage.

# TIPS AND GUIDANCE

## WHAT IS THE PURPOSE OF A POSTER?

A poster is a visual presentation of a written abstract and should be designed to:

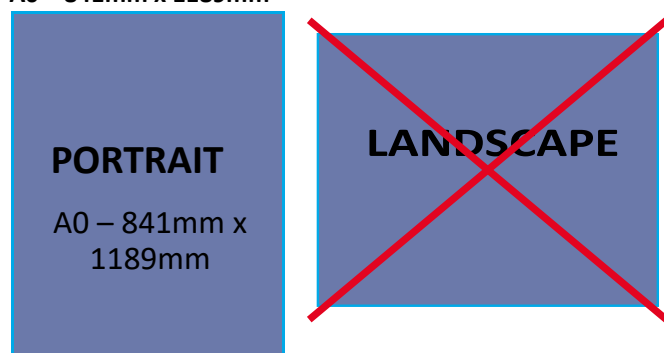
- Attract **attention**: The first thing that a poster needs to do is attract the attention of passers-by; and
- Convey **key messages**: Once the poster has caught the attention of the viewer it should convey efficiently and quickly the information that you want people to know about your work.

## WHAT DESIGN SPECIFICATIONS ARE THERE FOR POSTERS?

All posters need to be designed in **portrait format** in line with how the poster boards will be presented. **It is the responsibility of poster authors to arrange for their poster to be printed, brought to the venue and fixed to the allocated poster board before the Event starts.**

When submitting your poster to the printers, please confirm that it needs to be printed at size

A0 – 841mm x 1189mm



## WHERE WILL POSTERS BE DISPLAYED?

Poster boards will be positioned in Halls 1/2 at the SEC. Each poster display board will be numbered and your allocated number will be emailed to you. The dimensions of the poster board to which your finished poster will be fixed is 1m wide x 2m high. This is why posters must be provided in portrait format. Please note that any posters provided in landscape format will not be displayed.

Each poster board will include a QR code which will link directly to the relevant poster page within the Learning Toolbox platform. This will allow delegates to view a PDF version of the poster as well as access to any additional supporting material.

## WHEN CAN POSTERS BE FIXED TO THE POSTER BOARDS?

Poster authors can bring posters to the SEC on Sunday 9 June between **15:00 and 17:00 hours** and hand them over to a member of the Events Team, who will ensure it is secured to the allocated poster board. Please note that if you are bringing a poster on 9 June, please ensure it is clearly labelled with the allocated Poster Board number.

You can also hang your poster on the morning of **Monday 10 June between 08:30 and 09:15 hours**. The dedicated Poster Lead will be at the poster desk to provide advice and support.

All posters should be in place by **no later than 09:15 hours on Monday 10 June**. Velcro will be provided but please bring any other materials you require.

## WHEN CAN POSTERS BE REMOVED FROM POSTER BOARDS?

**By submitting a poster for the NHS Scotland Event 2024, you are committing to displaying your poster until 16:30 hours on Monday 10 June 2024.**

Posters must be removed from the Exhibition Hall **by 17:00 hours on Monday 10 June**. Any posters left after this will be removed and discarded. We will not be responsible for posters left so please either remove your poster personally or organise for one of your colleagues to do so.

## POSTER EXHIBITION TIMES

The poster exhibition will be open for viewing from 08:30 hours on Monday 10 June.

Poster Authors are asked to ensure that at least one person is available to stand by their poster during breaktimes so that they can engage with delegates and provide additional information about the work being showcased.

Break times are as follows:

**08:30 – 09:30 - Registration**  
**10:30 – 11:15 – Morning Break**  
**13:30 – 13:30 - Lunch**  
**14:45 – 15:30 - Afternoon Break**

All registered delegates will receive notification ahead of the Event to let them know that they will be able to view all posters through the Learning Toolbox prior to, during and after the Event.

Poster Authors are asked to note the following:

- You are required to print your own A0 size poster (in portrait) and bring it to the Event with you – i.e. the NHS Scotland Event Team cannot take responsibility for printing posters on your behalf;
- You will be required to design your poster and upload any additional material to the Learning Toolbox.
- Once you have created and uploaded your final poster and any supporting materials, no changes to the Poster Title, Poster Authors or the content of the poster will be accepted. Please therefore ensure that you submit your final version by the deadline of **Tuesday 4 June 2024**.

## PLANNING YOUR POSTER CONTENT

Your poster content must **reflect** the work outlined in your submitted abstract.

A useful starting point is to set out all the content that you would like your poster to convey, keeping in mind your target audience.

Your poster should consist of the following sections in this order:

**Title and subtitle:** This section should highlight the poster title and subtitle if required. Please try to keep titles under 20 words – if more words are needed, use a subtitle in a smaller font.

**Poster author(s):** The names of the people involved in the work and their institutional affiliation(s) **starting with the lead author. Authors will be listed in this order across all Event materials.**

**Aim:** Highlight why the project was undertaken and the aim and objectives of the work.

**Methods:** This section should give a more detailed account of the methods used to achieve the outcomes.

**Outcomes/results:** This section should show illustrative examples of the main results of the work.

**Conclusions:** This section should list the main implications of your findings.

**References<sup>1</sup>:** Remember to acknowledge any other individuals, funders or specific programmes associated with your work. Please also include contact details for more information on the project.

<sup>1</sup>References should follow Vancouver Convention: Name, Title, Publication, Year, Chapter, Page No(s) and should be listed on a separate page

# USEFUL TIPS FOR POSTER DESIGN

## CONTENT TIPS

- Avoid making your storyboard too “text heavy”. Focus on the highlights of your display. If results can be communicated with numbers, graphs or other visuals, do so.
- Your poster content should consist of a mixture of text and pictorial information so keep your text brief and your word count as low as possible.
- Develop your key points and create manageable chunks of text – people generally do not want to stop and read lengthy, densely packed blocks of text.
- Keep sentences to one or two points and keep paragraphs as short as possible.
- Write in a style that is clear, concise and easily scanned by the reader, structuring your text by using headings and sections.
- Have some attention grabbers on your poster such as an eye-catching and interesting statement, striking photographs/graphics or a distinctive colour scheme.

## VISUAL TIPS

- Visual images such as photographic images, graphs, charts, diagrams, logos and drawings help to attract and inform viewers much more effectively than text alone.
- Enlarge visuals so that they are easily viewed. Remember that your audience typically views your poster from 1 – 2 metres away. Use these distances when judging how legible all aspects of your visuals will appear.
- Number and title each visual that you use and be sure to reference them in the text.
- Ensure that any labels you use with the visuals are large enough to be read comfortably.
- Font sizes for these labels should be between 30 – 36 point.
- Eliminate any non-essential information and try to emphasise the most critical information you wish to communicate.

## DESIGN TIPS

- Poster Title should be no more than 20 words. If more words are needed, use a subtitle in a smaller font.
- Use all the space at your disposal, but do not cram the content on your poster.
- White space is an important part of the layout, and good use of it can make a poster clear and eye-catching.
- Use colour sparingly – limited use of a few colours is more striking than a “rainbow” approach.
- The flow of information should be clear from the layout.
- Clearly label diagrams/drawings and provide references to them in the text where necessary.
- The title text should be readable from six metres away – at least 48-point text.
- The body text should be readable from two metres away – at least 24-point text.
- NHS Scotland has prescribed fonts for communication material – Arial, Stone Sans and Garamond. Refer to the NHS Scotland Identikit for more guidelines on design.

[www.nhsscotlandci.scot.nhs.uk](http://www.nhsscotlandci.scot.nhs.uk)

To view the posters from the NHS Scotland Event 2022, please visit the website [here](#).

