# MICROB-PREDICT

## Poster Masterclass

### KING'S College LONDON

lindsey.edwards@kcl.ac.uk

@DrLAEdwards

## When is a poster 'not just a poster'?

Edwards LA.B_iome
Boosting Host Immunity
Fighting against infection & AMR

SHORTLISTED
ANTIBIOTIC GUARDIAN AWARDS

THE POLICY INSTITUTE

PROMISE TRIAL

**Dr Lindsey Ann Edwards BSC. MSc. DLSHTM PhD**
Principal Investigator, The Centre For Host Microbiota Interactions, Guy's Hospital
Research Director for Faecal Microbiota Transplant Programme, Institute of Liver Studies
British Society for Gastroenterology, Gut Microbiota for Health Expert
Panel, Antimicrobial Resistance Lead. R-BiOME AMR Consortium Lead.

ELPA
European Liver Patients' Association
Raising Awareness, Transforming Lives

appg

BRITISH LIVER TRUST

All-Party Parliamentary Group on Liver Health

# Poster Masterclass – My credentials

- **Mucosal Immunologist & Microbiologist**
- **22 years of experience in host-microbial Interactions**

- **EASL Faculty – I score & select abstracts for the international congress and mark posters**
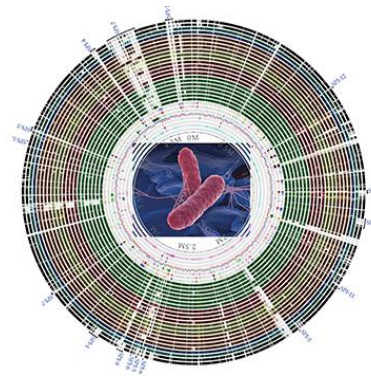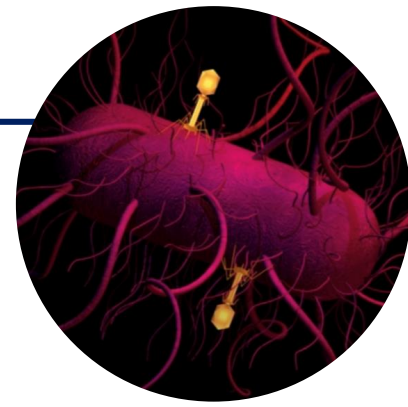


- **Two global health crises: Antimicrobial resistance (AMR) & Liver Disease Driven by Microbiota Dysbiosis**

- **Translation to patients/public, government policy & Societal impact**
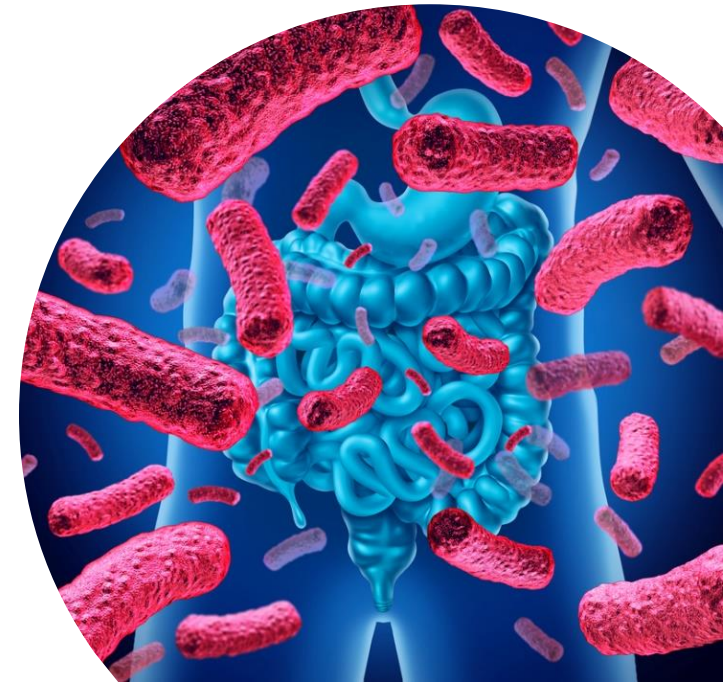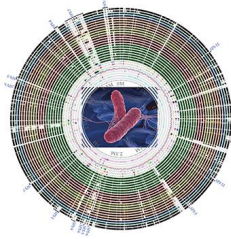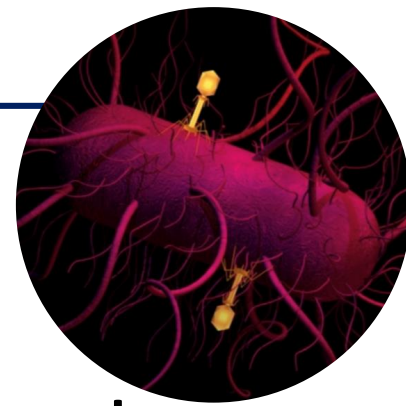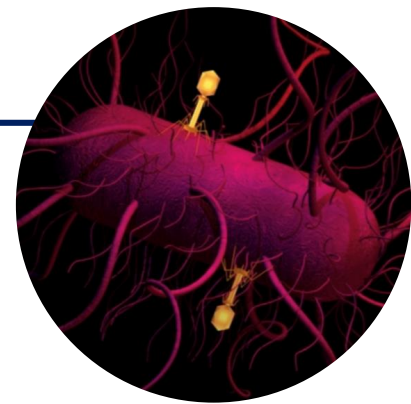
# Poster Masterclass Outline



- **Get your abstract accepted**

- **Production of poster**

- **You arrive at the conference - <span style="color:purple">Make the best impact you can!!!</span>**

- **Think about the outcomes you wish to achieve and perhaps ones you don't expect**
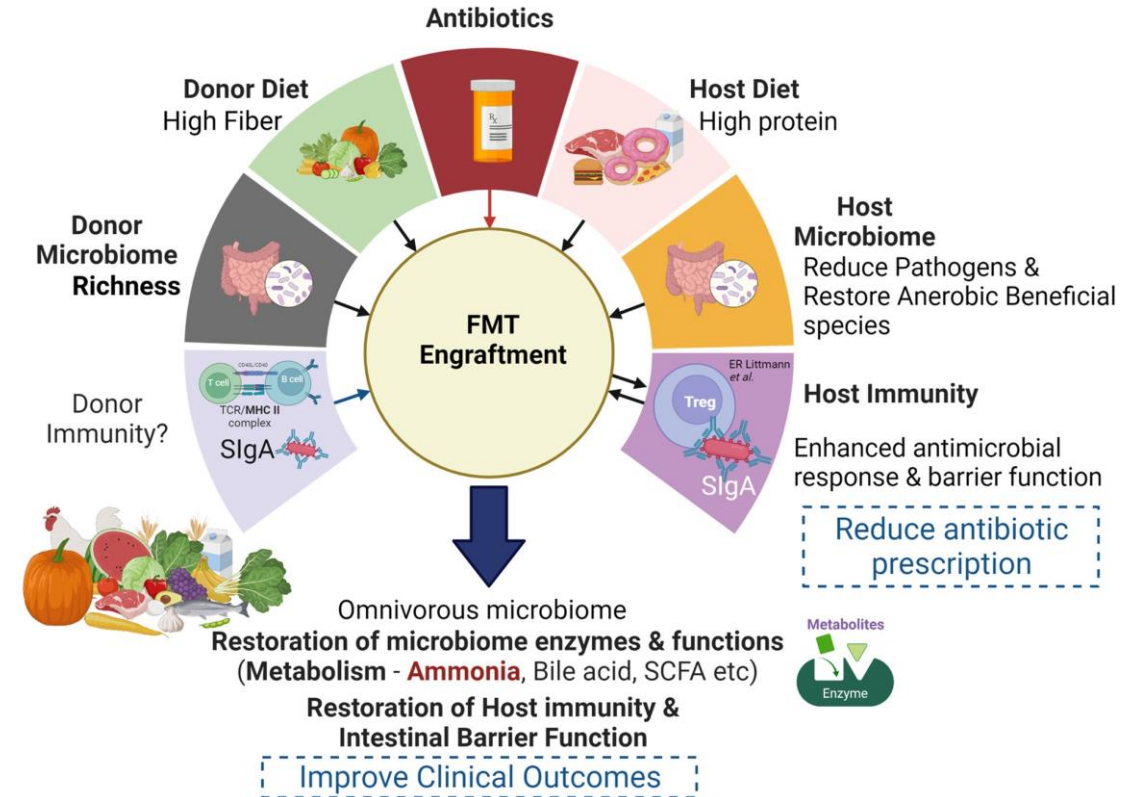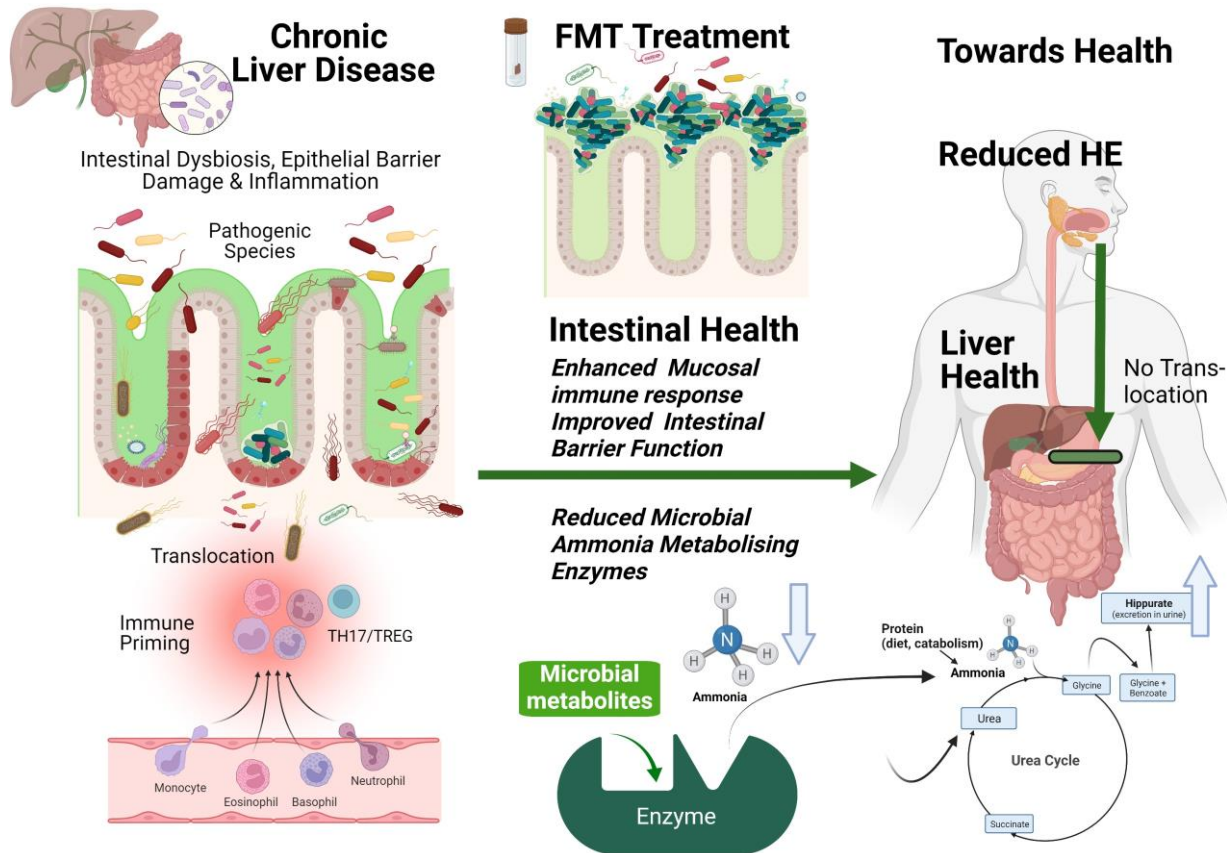
**First step getting your abstract accepted**

**Make yourself memorable!!!**

- 'Catchy title'
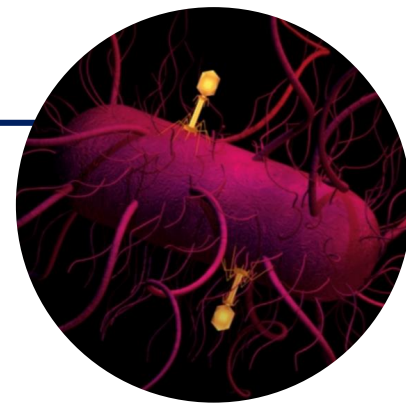- If the option for a diagram use it

**You all smashed it!!!**

# Poster masterclass - outline

**First step getting your abstract accepted**

**Make yourself memorable!!!**

- 'Catchy title'
- If the option for a diagram use it well

- What's the impact?
- What's novel about your story?
- Why should people want/need to hear about it?

- Translation to patients/public, government policy & Societal impact
- Cutting-edge technology/methodology
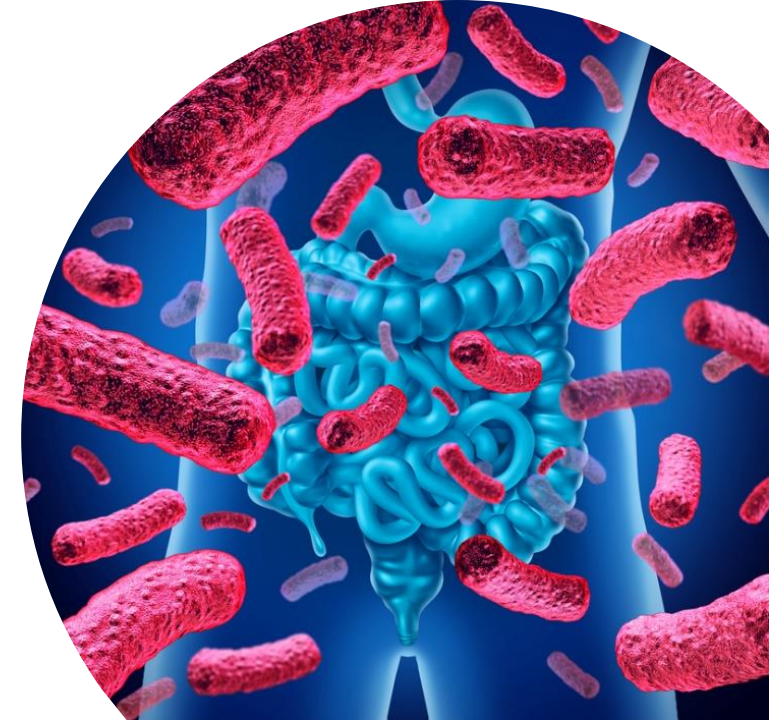
STEVE EVANS

A PICTURE PAINTS A THOUSAND WORDS

summarize information concisely and attractively. They [g]enerate discussion using a mixture of text, tables,



Many puzzle pieces, but no clear picture yet...

[...]side because of bad academic poster design! **Follow** [...]those all-important opportunities to share your

# Outline – poster masterclass



- **Your abstracts accepted for poster**
  **Make your poster 'stand out': needs to be eye-catching and inviting!!!**

  - Set your PowerPoint to the size/orientation given in the instructions
  - Not much text lots of pictures
  - Font size 20 minimum
  - Will discuss later the use of technology

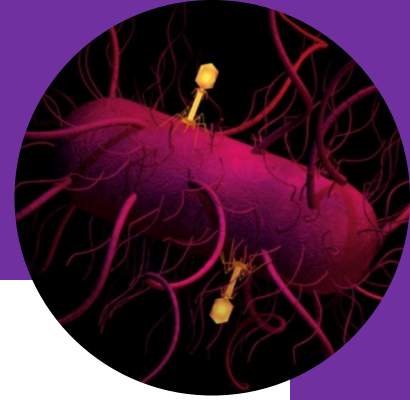*Squeezing* your research summary onto a single poster page can be a challenge!
These days technology can help QR codes etc



Think about printing and transporting - consider cloth
Make sure you leave enough time
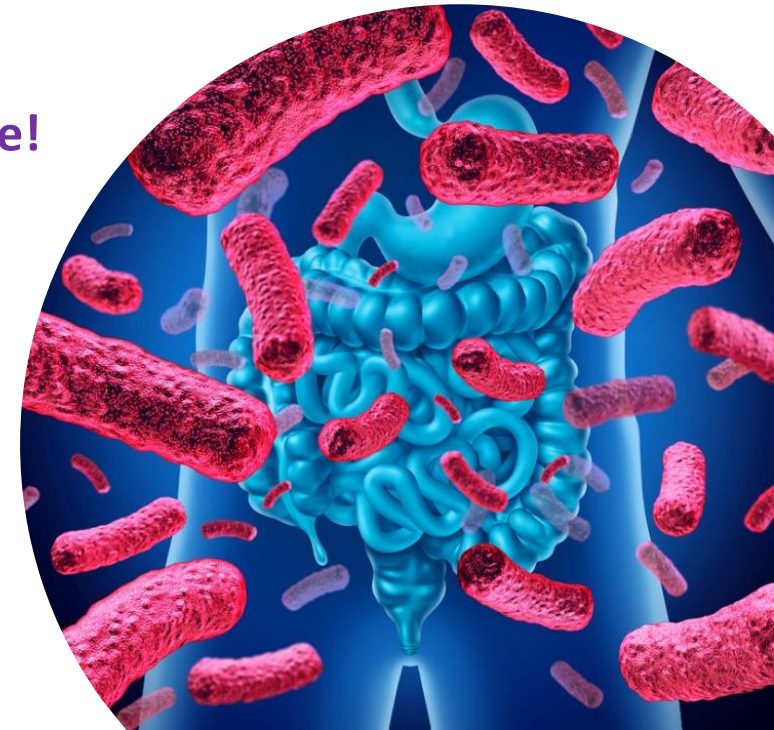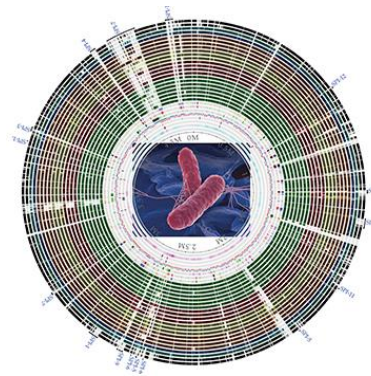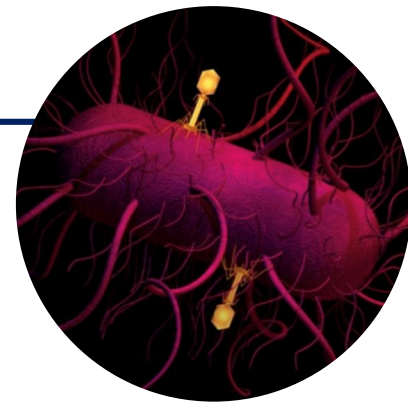
# 'Catchy Title'

## Get creative with your title design

There's no getting away from it. Manuscript titles are often pretty dull. They usually describe the basic findings of a research paper and aren't designed with audience engagement in mind.

With your poster title *design*, however, you can afford to be a little more creative. The right title design will help to catch a viewer's attention and draw them in, giving you the chance to explain your research in more detail.

To make your title design stand out from the crowd, use a bold font over a brightly colored background. You could also make use of geometric shapes and other graphic elements to attract the eye.

Creating this kind of contrast in your poster title will attract attention. But it will also improve the legibility of your title, even for readers on the other side of a room.
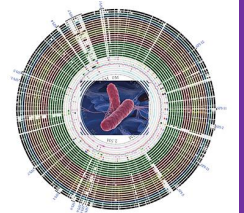
# Choose your fonts wisely

*Squeezing* your research summary onto a single poster page can be a challenge. Choosing the right font will help you to make the most of the space you have available.

A condensed font allows you to fit more text onto your poster. Sans serif condensed fonts are considered the easiest to read, even at small font sizes.

This leads us to the next important factor to consider when choosing a font style — legibility.

Some fonts are decorative and distinctive. Whilst these fonts are sure to catch the eye, they aren't usually all that legible. Elaborate fonts often make text difficult to read and off-putting for a reader.

A less note-worthy font is your safest bet. Readers can focus fully on your content rather than the complexities of your font choice.
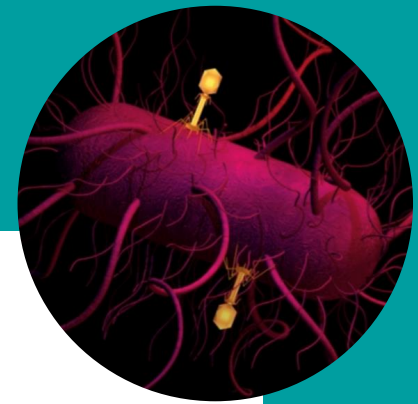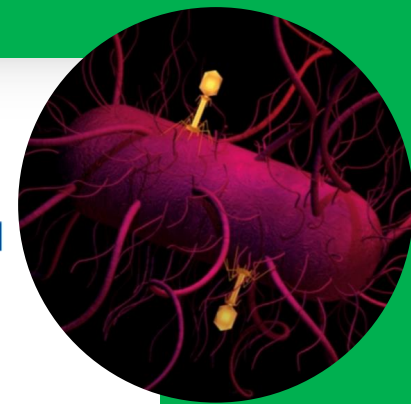
# Use clear visual grammar

What do we mean by visual grammar? Visual grammar is a kind of graphic hierarchy — the visual clues we use to guide a reader through a poster (or any other kind of presentation).

When visual grammar is clear, a reader will understand the order in which to read the poster. And they'll instantly know which information is the most important.

To achieve clear visual grammar, include the following elements in your poster design:

## Consistent titles and subtitles

Use the same formatting for all titles and subtitles. They should be consistent in font, size, color and weight.

## Columns

Use columns to organize the content of your poster. You can usually fit two columns onto a portrait poster and three to four columns on a landscape layout.

## Use color as emphasis — but don't overdo it

Color *always* attracts attention and no poster is complete without it.

However, it's important to achieve a balance between visual impact and legibility. We never want design (in this case, a liberal use of color) to eclipse and confuse your message. When deciding on *how* to use color in your poster design, consider the following points...

## Aim to create contrast

We recommend choosing a light color background and a dark color font for your poster. This creates a good level of contrast.

Light text on a dark background also creates contrast, but this combination tends to be more difficult to read.
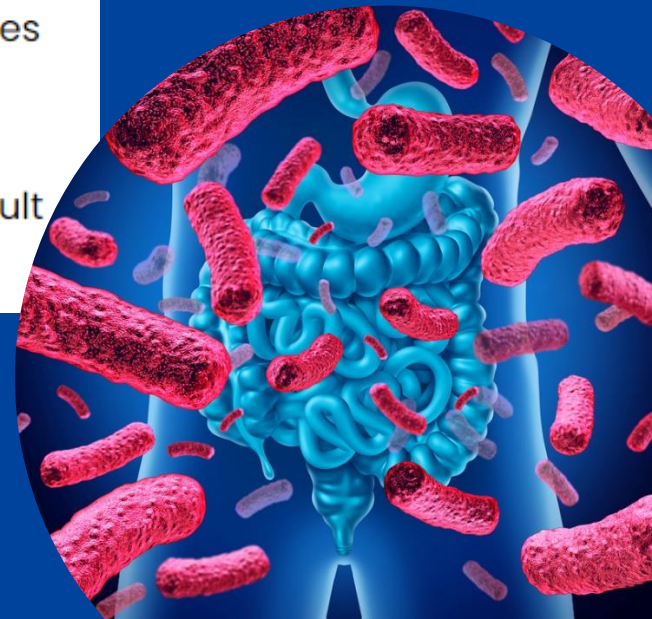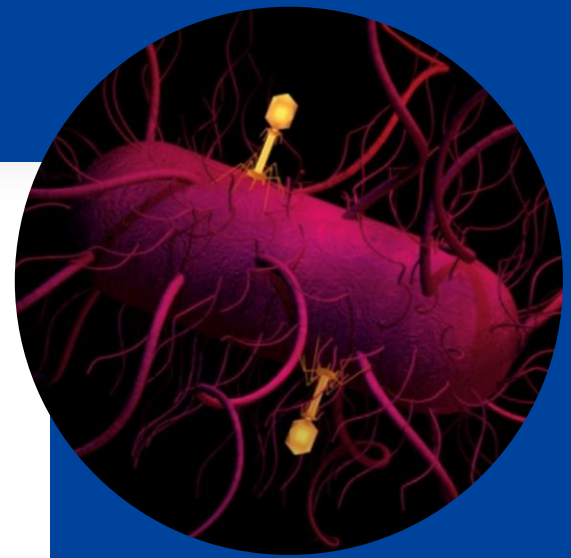
## Stick to a color scheme

If you'd like to use a few different colors in your poster, stick to a color scheme that includes two or three shades. Then use them in a consistent pattern.

For example, dark green for headings, light green for subheadings and yellow for section borders.

This contributes to the visual grammar of your poster, helping readers make sense of the information you're presenting.

## Think about accessibility

One word of warning. If you're using colors as part of your visual grammar, take a moment to consider readers who might be color blind.

The most common form of color blindness involves the confusion of greens, reds and yellows so try to avoid using all of these colors in your poster color scheme.
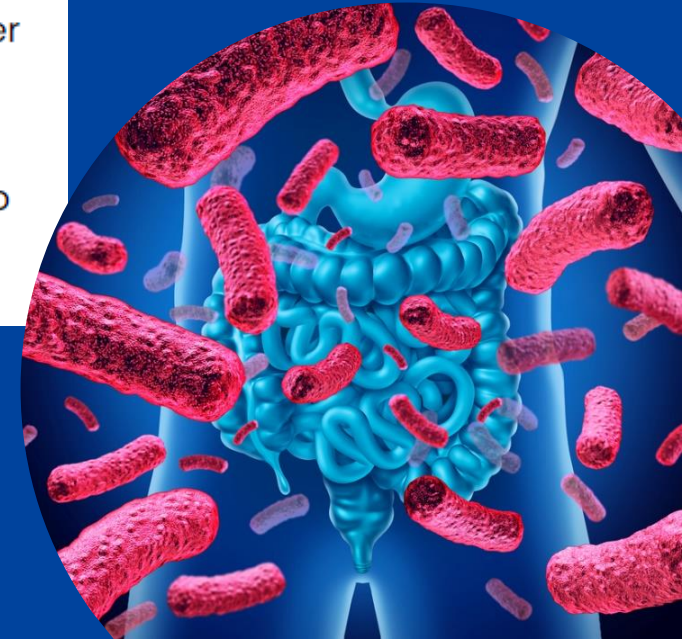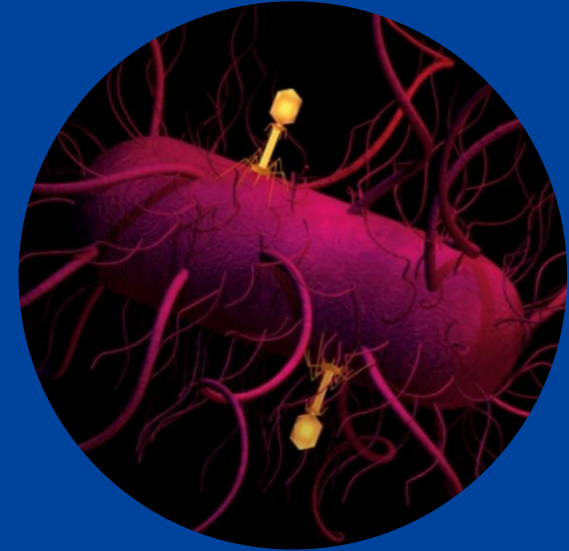
# Outline – poster masterclass

**You arrive at the conference**
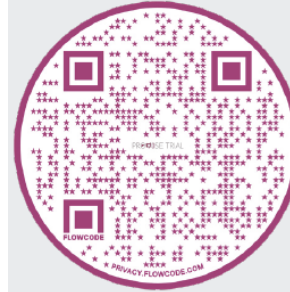
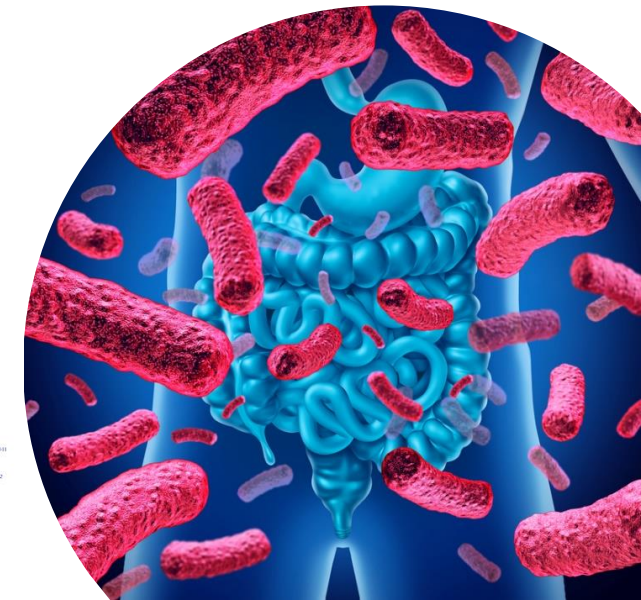**Make the best impact you can!!!**
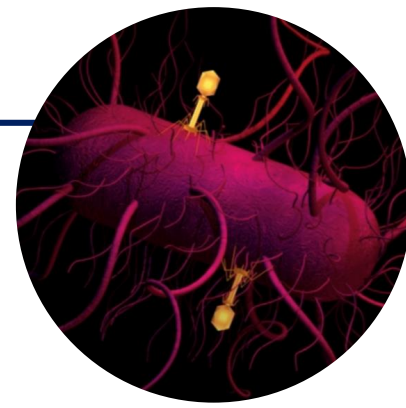
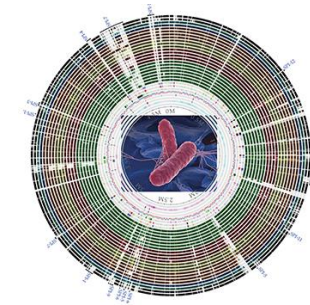**Try to make it Interactive in some way**
- **QR codes**
- **I-pad with presentation**
- **Handouts**

- **Look smart yourself but stand out and don't forget to smile!**

- **Prepare a presentation of your poster, that you have practised**

Scan this QR code to find out more about the PROMISE trial, or visit
fmt-trials.org

Promise Animation Played Here

https://youtu.be/B8QWYd1Xzao

# Tackling AMR in Liver Disease:



King's hosts antimicrobial resistance awareness event at Westminster

On Tuesday 22nd March, King's hosted the event Tackling Antimicrobial Resistance in Liver Disease in the Churchill Rooms at the Houses of Parliament.

Professor Debbie Shawcross (King's), Dr Lindsey Edwards (King's), Stephen McPartland (MP) and Wayne David (MP): Co-Chairs of The All-Party Parliamentary Group for Liver Disease and Liver Cancer, and Pamela Healy OBE: CEO of The British Liver Trust

The event was held in partnership with **The British Liver Trust** (BLT) and The All-Party Parliamentary Group (APPG) on Liver Disease and Liver Cancer and was funded by the National Institute of Health Research. King's researchers welcomed Members of Parliament and Members of the House of Lords. In attendance were representatives from The APPG on Antibiotics and The APPG for The Human Microbiome.

'Your research is fantastic, inspirational to be honest, with such far reaching consequences for millions of people across the globe.' Pamela Healy OBE CEO The British Liver Trust