

Guidelines for poster presenters at #EIE2021

The online format

The EIE2021 poster sessions will be live and online. We have set exact time slots for these sessions, which you can find on our [event website](#), but of course attendees will also be able to watch your poster at any other time during and after the event.

What will the setup of these poster sessions be? Imagine a “normal”, face-to-face conference poster session where your poster would be hanging on a stand-up board and your fellow conference participants walk around the room and stop here and there for science small talk. Now imagine this scenario in a virtual space – welcome to the EIE2021 poster session.

Instead of pinning your poster onto a physical stand-up poster board, you will provide us with your poster file before the event. Furthermore, and a real benefit of the online set up, you are welcome to create a short video of your poster presentation. This is optional, but we highly recommend you to use this opportunity to spread knowledge about your work in the implementation science and practice community. During the poster session, event participants can virtually walk by your poster and the video presentation, view it, watch your video, and interact with you. You will be standing next to your poster – virtually – and if someone wants to start a conversation with you, they can reach out to you via a chat or video function, which will be connected to your poster. That’s how science chitchat begins!

In the following we provide you with everything you need to know to prepare your poster presentation.

How to enter the presentation space

As an EIE2021 presenter, you will wear two (online) hats during the event.

1. Most of the time, you will be attending the EIE2021 as a regular event attendee or delegate. That means that you will enter the event through the delegate portal (a personalized link, which will be provided to you) with your login information. The EIE2021 event platform will recognize you as an attendee AND as a presenter.
2. For your [poster presentation](#), you will be switching to presenter mode. This will imply that you – your virtual event profil – will be connected to your poster. On the event platform, you as a person will be represented through a picture of yourself (if you like) and your name. That way you can navigate through the virtual world of the EIE2021, like an “alter ego” on the net. This will also allow other attendees to approach you to chat about your work. We will provide you with more detailed information closer to the event.

¹ Gratefully borrowed and adapted from the ESRII2019 Copenhagen guidelines.

General guidelines for posters¹

- Please prepare your poster in **portrait format**. The virtual poster presentation space works better with portrait-oriented files.
- A poster should be clear, self-contained and explanatory. When in doubt – keep the information simple. It is often better to add a little less content to a poster than a little more – after all, you will be there to fill in the details and spark a conversation.
- Try to keep the cognitive load on the viewer as low as possible, i.e., do not include too many complex graphs or large tables.
- If your poster reports on a trial, remember to include the trial registration number. Also, if relevant, do not forget to list funding body registration numbers, etc.
- Using a QR code on your poster is a great way to link to, e.g., a digital copy of the poster, your website, a published paper or pre-print, etc. You can make QR codes on this website: <https://www.qr-code-generator.com/>

The Better Poster¹

Scientific posters are often viewed as being dull, boring, and ugly. However, they do not have to be just huge walls of text and tables. The *Better Poster* structure (see below) attempts to increase the visibility, clarity (and beauty!) of your poster. We highly recommend using this structure for the EIE2021 poster session.

To do so, use some of the following links to *Better Poster* resources:

- See free *Better Poster* templates on OSF.io: <https://osf.io/g6xsm/>
- See examples of better posters on Twitter: <https://bit.ly/2QKVf0E>
- Watch Mike Morrison's rationale for the *Better Poster* on YouTube: <https://cutt.ly/nvAhfTQ>


Main finding goes here, translated into plain English. Emphasize the important words.

<p>Title goes here; make it small if you need to free up space.</p> <p>INTRO</p> <ul style="list-style-type: none"> • Just give context for the gap you're filling • You're not going to get yelled at if you don't cite the 5 papers from 1937 that defined this construct. They'll download your paper if they want that. <p>METHODS</p> <ol style="list-style-type: none"> 1. N = ###, 2. Collected this 3. Tested with X statistical test <p><small>4. Leeroy Jenkins, author2, author3, author4</small></p>	<p>RESULTS</p> <ul style="list-style-type: none"> • Graph or table with essential results only. • All the other correlations in the ammo bar. <p>DISCUSSION</p> <ul style="list-style-type: none"> • "If this result actually generalized and I didn't have to humbly disclaim the possibility of a thousand confounds and limitations, it would imply that..." <p><small>Keep font size as high above 28 as possible.</small></p>
<p>AMMO BAR</p> <p>Delete this and replace it with your...</p> <ul style="list-style-type: none"> • Extra Graphs • Extra Correlation tables • Extra Figures • Extra nuance that you're worried about leaving out. • Keep it messy! This section is just for you. 	





Take a picture to download the full paper



Better Scientific Poster, Mike Morrison (@mikemorrison)

¹ Gratefully borrowed and adapted from the ESRII2019 Copenhagen guidelines.

Poster file format

When ready, please save your poster as a single page *pdf* file using this file name structure: 'EIE2021PP_*your name*.pdf'.

How to upload your poster

You will receive a link to send in your poster prior to the event. Please make sure to use this link no later than **May 17, 2021**. We will then make sure that your poster gets uploaded to the event platform.

The video to your poster (optional)

Your poster might benefit from a short video introduction to briefly introduce EIE2021 attendees to its key content. If you choose this option,

- record your video with your smartphone,
- make sure to use landscape mode (important!), and
- do not exceed 1:30 minutes.

Some tricks you might want to consider when producing your video: Find a background that is not too distracting. Do not stand too near to a wall to avoid shadows. Use indirect light, e.g., by standing next to a window. Make sure the camera angle is not tilted. Hold the camera lens at eye level, maybe even an inch beneath. And: Keep smiling! 😊

Video file format

Please save your video as an *mp4*. or *mov*. file using the file name structure 'EIE2021PPVideo_*your name*.mp4'.

How to upload your video

You can send in your video together with your poster via the link that you will receive prior to the event.

Further tips and tricks to spread the word about your poster

- At the EIE2021, you will be in a virtual space – use the perks of that! Have small text bits ready before your presentation to copy & paste into the chat and answer common questions about your research.
- Have additional material (web links, paper references) at hand to forward to attendees.
- Be prepared to share your contact and social media details. And: Be creative to benefit from fast information transfer.

¹ Gratefully borrowed and adapted from the ESRII2019 Copenhagen guidelines.

- *Twitter* is a great discussion platform to use before, during and after conferences. If you are on *twitter*, make sure to include your *twitter* handle in your name badge and on your poster and use the hashtag **#EIE2021**. *Twitter* can ensure you extended poster exposure!
- If your poster includes information that others should not share publicly, or your entire poster should not be shared publicly on social media, please note this clearly on your poster.

We are looking forward to welcoming you soon to the #EIE2021!

Any questions?

Let us know at

info@implementation.eu