CCSA's ISSUES of SUBSTANCE CONFERENCE 2021 CONGRÈS QUESTIONS de SUBSTANCE du CCDUS

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CCSA's Issues of Substance Conference 2021 Tips for Developing Your Electronic Poster

Here are some suggestions you should consider when developing an effective electronic poster. Posters should be:

- **Understandable:** Focus on the key points with minimum use of jargon. Avoid using abbreviations that make it difficult for participants to grasp your key points.
- **Logically organized:** Break the content into sections with text and visuals that flow from one section to the next. To help organize your sections, leave a sufficient amount of empty space between them.
- **To the point:** Highlight the most important elements of your work in a clear and visually interesting manner.
- **Colourful:** Carefully select graphics and thoughtfully use colour to highlight key facts. Your best choice is a light-coloured background and dark text.
- **Visually engaging:** Large, clear graphs, tables, photographs or other images that relate to your work will draw attendees into viewing your poster. You can use your own pictures or find them online (being sure to cite the source) at professional stock photo sites. Even without photos, data visualization and colour blocks behind important text are easy ways to enhance your poster visually.
- **Conversational in nature:** Use language that is appropriate for browsing, interested attendees. The language of a journal article is not suitable for a poster.

You will be given a time to present your poster and answer questions during one of the poster viewing sessions. At least three weeks before the conference, CCSA will inform you of the time assigned to you. If you provide a "run through" of your poster, ensure it is five minutes or less and highlights the key messages you want to convey.

These tips have been adapted from Potent Presentations. *Guidelines for Posters*. Retrieved from https://www.eval.org/Education-Programs/Potent-Presentations/Guidelines-for-Posters

What Software Can I Use to Make a Poster?

Microsoft PowerPoint is a popular, user-friendly option to create a poster. You can set the dimensions for your poster in PowerPoint in the **Design** menu. In this menu, click **Slide Size** and then select from the dropdown options, **Custom Slide Size**. Remember that posters can be a maximum of 122 cm (48") wide and 122 cm (48") high.

Other software programs you can use include Microsoft Publisher, Abode Illustrator, Adobe Photoshop or Adobe InDesign.

Need Help with Your Poster?

You can email ios-info@ccsa.ca or call 1-833-235-4048 to speak with someone from CCSA for direct assistance.

Canadian Centre on Substance Use and Addiction

CCSA was created by Parliament to provide national leadership to address substance use in Canada. A trusted counsel, we provide national guidance to decision makers by harnessing the power of research, curating knowledge and bringing together diverse perspectives.

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