Poster Presenter Guidelines

Important dates and times

Poster set-up onsite: Tuesday 29 October 4:00pm – 6:00pm
Wednesday 30 October 7:30am – 8:30am

Presentation hours: You will be allocated to a catering break on either Wednesday or Thursday and be notified closer to the event.

Poster removed: Thursday 31 October 4:30pm

On the first day (Wed 30 Oct): Presenters will be required arrive 60 minutes prior to the first Research Hub session beginning and must report to the registration desk in the foyer of the Conference Centre (where you will receive your pass).

Presentation guidelines

o   One panel is available for display of each poster. Poster boards will be numbered. Upon set-up, place your poster on the appropriate numbered poster board.
o   Velcro for attaching the poster display to the fabric panel backing is supplied by the Australian Macadamia Society.
o   Poster presenters are to be present at their poster during the specified time in the program to discuss the work/concept presented.
o   Handouts, if appropriate, should be directly related to the topic of the poster.
o   We recommend you prepare a short summary of your poster (1-2min) to communicate with those attending the poster sessions.
o   Please make sure your presentation is relevant and targeted at growers and others in the industry rather than academic. Also, be ready for questions.

Poster guidelines

Accepted poster presenters are required to adhere to the following guidelines:

Size/material
o   Poster size: A0 (1189 mm high x 841 mm wide) - the layout will need to be portrait and presenters must arrive with your poster already printed and laminated.
o   Prepare the poster on material that is lightweight. The material can be on one sheet so that it can be rolled up for easy transport or on separate panels for individual mounting.
o   It is recommended you hand-carry your poster to the conference and are responsible for collecting your poster at the conclusion of sessions on Thursday 31 October. Any uncollected posters will be considered abandoned and disposed of accordingly.

Content

- o Include the abstract title, author, co-author names, and your organisation.
- o Your poster should be engaging and self-explanatory so that you are free to supplement and discuss particular points raised by inquiry. It may include diagrams and charts, graphs, photographs, or written text.
- o Legends and titles should accompany all figures, tables, photographs, etc. in order to allow their immediate identification.
- o **Poster should contain a short outline (1-4 max) points on the take home messages to growers stating the key findings/applicability and the expected outcomes for the industry.**
- o Arrange the material in sections, each without too many details but with a common thread.

Photos/fonts/colours

- o Use high-resolution photographs. Images should be at least 150 DPI at their printed size, please allow for this when scaling images. Most images taken from the internet will be 72 DPI, which is too low for printing. Photos should be a minimum of 12 x 17cm (5x7 inches).
- o Generally, it is best to use only 2 – 3 fonts this will make your poster easier to read. Headings are best in a plain font such as Arial and body text can be in a font like Times New Roman. Posters should be readable from 2 metres. As a general rule if you were creating a poster in A0 size you might have a heading at 70pt and body text might be at 24pt to 36pt depending on the amount of body text you have.
- o Do not use Pantone Colours as these are not printable on many systems, and in a worst-case scenario Pantone colours will print as a blank white space. From a design perspective, it is best to limit the number of colours on your poster to 3 to 4 colours (excluding those used in graphs).

Social media and hashtags at AusMac2024

We will be covering AusMac2024 via social media and invite you to participate now and during the conference.

We encourage you to post about the event on social media either before or during the conference and ask that you incorporate the official hashtag into your messaging: **#AusMac2024**

LinkedIn and Facebook will be the key platforms we are aiming to generate interest on. The motivation behind incorporating social media into this event is to raise the profile of the conference to a wider audience including industry, influencers and media; to build online content and chatter about the event, its products, partners and importance of the industry; and to utilise social platforms as a communication tool throughout the event.

Suggested social posts (pre-event)

1. Excited to be heading to the Gold Coast to present at #AusMac2024, the premier event on the Australian macadamia industry calendar. Register now! **https://icebergevents.eventsair.com/ausmac24/**

2. Gain valuable insight and knowledge into the global macadamia industry at #AusMac2024. Key and emerging issues will be discussed and debated by a wide selection of industry experts. Not to be missed! **https://icebergevents.eventsair.com/ausmac24/**

3. Practical workshops, information sessions, on-site trade & machinery expos plus industry networking are all on the program for #AusMac2024. Full details & tickets available here **https://icebergevents.eventsair.com/ausmac24/**

4. Registrations are open for the 2024 Macadamia Industry Conference at the Gold Coast Convention & Exhibition Centre. What a great excuse to head to the Gold Coast. Details here **https://icebergevents.eventsair.com/ausmac24/** #AusMac2024