



## SVEPM Poster Instructions

Poster space must be requested at the time of registering for the SVEPM conference. Poster applications must be submitted no later than **28 February 2026**. Before completing your registration, please read these poster instructions carefully.

By applying to present a poster at SVEPM, you agree that, if your submission is accepted, you will attend the conference and provide a poster that meets the criteria outlined in the instructions. You also grant SVEPM permission to reproduce your poster on the SVEPM website:

<https://svepm.org.uk/conferences-posters-list/>.

Please address all inquiries regarding the poster session by e-mail to:  
[svepm@conferencecollective.co.uk](mailto:svepm@conferencecollective.co.uk).

## Poster Display – Instructions

### Introduction

Conference posters at SVEPM provide an opportunity to present a wide range of material during the event, without reducing the time allocated to formal presentations. Posters are an important part of the programme, and a high standard of presentation is expected.

A cash prize of £100 (or the equivalent in euros or local currency) will be awarded to each of the three best posters, as selected by the judging panel.

### Allocation of Display Space

Each poster will be allocated display space on poster boards  
of 110 cm width x 130 cm height.

We recommended portrait posters, **size A0**

**NO landscape posters!**

### Specifications and Guidance for Layout of Posters

- A poster is not an article, stick to one main message and keep it short. Use clear pictures/graphs to communicate, not to decorate; posters should be easily read from a distance of 2 to 3 metres.
- **Title Headings** - at least 4 cm high (around 120-point font)
- **Main Text, Abstract and Conclusions** – keep text to a minimum, with a font size of at least 1 cm high (around 28-point font)

### Specification of Material to be Included in the Display on the SVEPM website.

- \* An A4 copy of the poster in PDF format should be provided for display on the <https://svepm.org.uk/conferences-posters-list/> website. Please send it to [svepm@conferencecollective.co.uk](mailto:svepm@conferencecollective.co.uk) no later than **3 March 2026**.



\* The electronic poster file should be named using the format:

**LastNameOfAuthor, Title (including spaces).pdf**

### **Fifteen Steps to an Excellent Poster!**

1. *Main message* - Clearly identify the key research findings you want to highlight — this should be the central focus of your poster.
2. *Visual communication and choosing images* - What will best capture your audience's interest from a distance? (Figures? Photos?) Be specific in your choice; a lot can be communicated with the 'right' image. Produce new images where necessary. Crop images to precisely communicate your message.
3. *Include a 'focus' item* - Use a main visual element, covering around 30% of your poster, to draw attention and engage your audience.
4. *Precision of images* - Make figures easy to read/interpret; test first on colleagues/friends unfamiliar with your topic; do they get the message? Condense quantitative data into figures if possible.
5. *Titles tell the main message* - Keep them short, specific, and easy to read.
6. *Words: the fewer the better! (within reason)* - By this stage, you have your title and visuals, including a main visual element. Now consider: what text is truly essential to communicate your message? A poster is not a research article — it's a sign-posting tool for your work. Avoid full paragraphs; use clear bullet points instead.
7. *Design templates* - Using your institute's template or logo can quickly show affiliations and build credibility. However, it shouldn't dictate your design — avoid layouts or colours that dominate or distract from your content. If the suggested design doesn't suit your poster, feel free to adjust it.
8. *Test your design layout* - Experiment with your poster by moving and resizing images (keeping them large enough to be seen). Try different versions to find what works best. While people usually expect the title at the top, you can place it elsewhere — just make sure the font is large. Arrange text and visuals so your audience can follow a logical path through the information. Your focus item should be noticeable from 5 m away, and all text and images should be easily readable from 1 m. Keep in mind that in many cultures, people read from top to bottom, left to right, but images can also guide the viewer's eye — for example, a cat looking out of the poster might draw attention away rather than into it.
9. *Colour matters* - Use a limited colour scheme with just a few highlight colours. This makes your poster look calm and less "messy." Try different background colours to see how they work with your images, and adjust image colours if needed. Remember colour-blindness — avoid red/green combinations.  
Also, be aware of colour systems. There are different ways to describe colours, such as CMYK (for printing) and RGB (for screens). Even though there are tools to convert between them, a colour on your screen may look different when printed. If parts of your poster use different colour systems, they may print differently.
10. *Refine text* - Once you have a draft of your layout, focus your main message. Avoid long/complicated sentences. A poster brings attention to your work and findings. People can ask you for details during poster sessions, you can add links to more information and provide printed versions.



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11. *Text readability* - All text, including figures, should be in a font large enough to be read from a 1m distance (excluding contact details, acknowledgements, etc). Use a plain background for text, if necessary, by inserting a textbox. Don't shrink font size or images in order to add more text.
12. *Font/typeface* - Sans serifs typefaces are recommended for titles, with serifs for the main text. Don't mix too many fonts; this can look messy.
13. *Affiliations, contact details and acknowledgements* - Use a smaller font, and be sure to include everyone who contributed. Adding a photo of yourself can also make it easier for attendees to recognise you and connect with you about your work.
14. *Test. Test. Test* - Print a smaller version of your poster in colour. Look at it from a distance and half-close your eyes. What catches your attention first, and where does your eye move next? Does it go to the main message first? Ask other people (not co-authors) to look at it. What main message do they take away? Do they understand the images? Is the poster easy to read? Collect suggestions on the text, layout, design, and colours. Ask other people (not co-authors) to look at it. What main message do they take away? Do they understand the images? Is the poster easy to read? Collect suggestions on the text, layout, design, and colours.
15. *One-minute rule* - It should be possible for someone to read and comprehend the main message and content of your poster in no more than one minute. If they cannot, why not? What can you simplify to achieve this?

### Arrangements for Displaying Posters

PLEASE NOTE: We will accept all posters provided that they meet the standard conditions.

- \* The poster display will be placed close to the lecture theatre area and will be available for the duration of the conference. In addition to coffee and lunch times, two special time slots will be set aside for delegates to view the posters, when authors will be expected to be present at their posters to answer questions.
- \* It is the responsibility of all authors to ensure that their poster is displayed by the formal start of the SVEPM conference.
- \* **PLEASE NOTE: AUTHORS OF POSTERS ARE EXPECTED TO ATTEND THE CONFERENCE: POSTERS WILL NOT BE DISPLAYED UNLESS AN AUTHOR IS PRESENT.**

### Facilities Provided by SVEPM

- \* Poster display space as stated above
- \* The poster attachment by the use of velcro or pins

### Additional Material:

- **Handouts:** Based on previous experience, handout copies of posters either as an A4 miniature or as an A4 three-fold are extremely useful.
- **Business cards:** Some delegates keep pockets with business cards attached to their posters, so that those interested can later contact them.
- **Passport-sized photos** can be attached to the poster so that conference delegates can easily identify the author.



#### Important Dates for Poster Displays

- All applications for poster slots, submitted during registration, must be received **no later than 28th February 2026**. Poster slots will be allocated on a first-come, first-served basis, provided that they meet the requirements. Confirmation of reserved poster space will be sent to applicants by email.
- A PDF copy of each poster MUST BE RECEIVED via email to [svepm@conferencecollective.co.uk](mailto:svepm@conferencecollective.co.uk) **no later than 3 March 2026**, to allow for checking, reproduction, and display on the SVEPM website.
- It is the responsibility of all authors to ensure that their poster is displayed by the official start of the conference on Wednesday.