

8th International Conference on Services Management

Poster Preparation Guidelines

Posters can be prepared on ordinary A4, A5, or 8 1/2" x 11" size paper. Larger sheets may also be used. All lettering and diagrams should be large enough to be read from a minimum of 2 meters (6 feet). Authors are urged to use colors, symbols and schemes to improve clarity. Suggested lettering size is 3 cm (1-1/4") for the poster title and 2 cm (3/4") for names and addresses of authors and section headings, such as ABSTRACT, INTRODUCTION METHODS, RESULTS, DISCUSSION AND SUMMARY. Remember, space the typing for easier reading. As much care should be expended on the preparation of posters as for the preparation of the original figures in the paper or for the preparation of slides for an oral paper. Many of the rules for the preparation of good slides apply to the preparation of good posters.

- Keep them simple and avoid overcrowding.
- Make sure letters are legible and large enough for distant reading.
- Poster should include enough contrast between lines or lettering and background
- Do not try to provide too much information on one sheet. An overloaded poster rarely attracts attention.

Our suggestion is to display only short sentences or a list of sentences (or phrases) under each heading preceded by bullets or numbers to describe the work. The figures or pictorial depictions of linkages between aspects will make comprehension easier. Remember, you will be there to provide further information to delegates.