



Call for Poster Ideas for AMWA's 2010 Annual Conference Poster Session

Do you have a good idea or some information that could enrich medical communication, or some research findings that would interest your fellow AMWA members, but not enough time to write a paper or create a formal oral presentation? Then don't miss your opportunity to develop a poster for display at the 2010 Annual Conference.

The posters are designed to allow medical communicators to share their recent innovations, advances, and discoveries in editing/writing, education, freelancing, public relations/marketing, the pharmaceutical industry, and scientific research. Abstracts accepted for recent poster presentations included the following topics:

- Clinical Study Reports: Efficiencies and Impact on Time Lines
- Effective Planning Strategies for Grant Development
- Ensuring Document Quality Throughout the Life Cycle of Clinical Trial-Based Publications
- Getting Started as a Freelance Medical Writer: A Former Bench Scientist's Diary
- Knowledge Transfer: Just a Fancy Name for Communications or Something More?
- Medicaid: An Untapped Opportunity for Medical Writers?
- Project Heart: Activities for the Classroom
- Strategies for Alignment of Controlled Documents When Multiple Functional Groups Merge
- Streamlining the Process of Patient Education in a Multihospital Health Care System
- Use of the Passive Voice in Medical Articles

In particular, we are looking for poster presentations of empirical research that may be of interest to AMWA members, such as research in the medical sciences and in the areas of language and learning.

If you want to participate in the 2010 poster session, please e-mail an abstract of the poster topic (no more than 300 words) to the poster session coordinator, Vicki Foerster, c/o Becky Phillips at AMWA headquarters (becky@amwa.org). The message must include the full name, title, company, mailing address, phone and fax numbers, and e-mail address of each author and should clearly indicate which author is the point of contact. Abstracts must be received no later than March 19, 2010. In April, the poster session committee will select the abstracts for posters to be developed and presented at the annual conference and will notify the contact person.

Authors whose abstracts are selected will be responsible for developing a poster presentation on the accepted topic for AMWA's 2010 Annual Conference to be held November 11 through November 13, in Milwaukee, WI.

Posters will be on display throughout the conference so that attendees can view them at their convenience. At least 1 author (or a person representing the author) must be responsible for hanging the poster by 7:00 AM on Thursday, November 11, and taking down the poster between 3:00 PM and 5:00 PM on Saturday, November 13. At least 1 person must also be available for questions during a 1-hour "Visit With the Presenters" period on Friday morning during the conference.

Abstracts must not contain materials that may be construed as or considered biased or promotional. Authors do not have to be AMWA members, and they may submit more than 1 abstract. Accepted abstracts may be considered for publication in the *AMWA Journal* and will be included on AMWA's Web site, with approval of the submitter.

2010 AMWA POSTER GUIDELINES

General Tips

Posters must be set up in the designated area no later than 7:00 AM on Thursday, November 11, and must be removed between 3 PM and 5 PM on Saturday, November 13.

Authors should mount their posters onto the bulletin boards in the hospitality area using long pushpins. Authors should plan to bring their own pushpins, but extra pins will be available if needed.

At least 1 person representing the poster authors must attend the annual conference in Milwaukee and be available Friday morning for the “Visit with the Presenters” session (7:45 AM to 8:45 AM). If someone will not be available at the conference to present the poster, please notify AMWA’s meetings manager, Shari Lynn, at (301) 294-5303 or slynn@amwa.org.

Poster Layout

- The size of the poster should be no larger than 3 feet 8 inches (height) by 5 feet 6 inches (width).
- The poster may be printed on 1 large sheet or as several small panels.
- The poster should include all authors’ names and their affiliations.
- The progression of text inside the poster should be evident: people will read it top to bottom and continuing left to right. If the progression is not clear, the panels or paragraphs may be numbered.
- The flow of the poster content should follow the flow of the approved abstract.

Poster Content

Posters containing original research should contain the following headings: Abstract, Introduction, Methods, Results, and Conclusions.

Posters containing ideas that describe how to do something or how something is done should contain an introductory paragraph. The poster authors can decide how to best arrange the remaining text.

To Be Avoided: Commercialism and/or Bias! The posters are for educational purposes and must not promote any products or services.

Tips to Improve Legibility

The poster should be clearly legible from a distance of 4 to 5 feet. A clear typeface should be used (eg, Times New Roman or Arial). Try to avoid using more than 2 type fonts within the poster.

- For the title, use 72-point type, boldface.
- For author names and subheadings, use 36-point or 48-point type, boldface.
- For the main text, 24-point is the smallest recommended type size (not boldface).
- Use **boldface type** to add emphasis and visual texture.
- Use double or 1.5 spacing between lines of text.
- A poster that features black text on a white background or white text against a dark background is easy to read. If you want to use color text against a color background, make sure the colors contrast well against one another.
- Make good use of “white space” throughout the poster (ie, do not use every square inch for text or visual elements).
- Keep large, uninterrupted blocks of text to a minimum (try to limit blocks of text to 15 to 18 lines).
- Use bullets, subheads, or graphics to break up long strings of text.
- Consider framing the text to help readers focus.
- Use “ragged right” alignment for the text (left-aligned margin, not justified). Justified alignment takes up more space and may be harder to read because it must add spaces between words to keep both margins flush.

- Keep in mind that using too many abbreviations or acronyms (more than 3 or 4) and text THAT IS ALL CAPS can make a poster difficult to read.
- Double-check your spelling (have at least 1 other person review the poster).

Adding Visual Interest

Use tables, graphs, figures, or graphics if possible.

When choosing a background, remember that neutral or gray colors will be easier on the eyes than a bright color.

Transporting Your Poster

Be careful when transporting your poster. If your poster is 1 large sheet, carrying it in a tube will best protect it. If it is composed of multiple panels, carry it in a sturdy folder or box. Try to carry the poster on board with you when traveling by air.

Poster Handouts

A handout of your poster enables viewers to save the information you are presenting for future reference.

Please prepare a handout of your poster and bring copies (150 to 200) with you to put out when you hang your poster. A small table surface for poster handouts will be provided for each poster. The poster handout should contain the same information that is in the poster.