



Photo: Department of Tourism & Parks, New Brunswick

## Guidelines for Poster Session Authors

**Upon acceptance of your abstract you will be asked to submit a poster for review.**

### DEADLINES

The following deadlines must be met. Failure to abide by these dates will result in the cancellation of a paper presentation. **All deadlines will be strictly enforced.**

Action	Deadlines (2011-12)
Call for abstracts	November 14
Submission of abstracts	December 18
Review of abstracts	December 20 – January 31
Acceptance or rejection notification	Sent out as of February 3
Submission of posters for review	May 18
Posters reviewed by TAC	May 18 – June 7
Final acceptance, rejection or need for revisions	Sent out as of June 11

## INTRODUCTION

TAC poster sessions, a popular feature of the Annual Conference, are a valuable opportunity for authors to present papers and meet with interested attendees for in-depth technical discussions.

Designing effective posters requires meticulous planning and preparation. A duplication of a PowerPoint presentation or a short manuscript **does not** work.

A well designed poster should:

- attract attention
- provide a clear overview of your work
- provide enough material to explain the research without an oral explanation
- provide enough material to initiate discussion and questions

## Logistics

A speakers' breakfast will be held on the morning of your presentation. Poster authors are expected to attend. The breakfast provides an opportunity to meet colleagues, as well as the Meetings and Awards Coordinator to review last minute details.

Poster sessions are held from Sunday, October 14 to Wednesday, October 17. Authors are required to attend to provide details and answer questions from 14:15 to 17:00 on Tuesday, October 16. However, authors can choose to be present any other time. TAC will make arrangements to ship and set up posters at the Fredericton Convention Centre.

## Design Criteria

1. TAC provides a display board measuring approximately 7.5 feet wide x 3.5 feet high.
2. Each side of the board will be used by a different author.
3. The board surface is Velcro and push-pin compatible (push-pins will be provided). There will also be a small table and a chair in front of each poster board.

## Design Regulations

- Posters must not favor special interests or be of a commercial nature.
- Once accepted, all submissions will become the property of the Transportation Association of Canada (TAC), which is entitled to publish them.

## Design Tips and Suggestions

- **Simplicity and clarity are the keys to an effective poster**
  - Simplicity – Present a clear and visual message to participants
  - Clarity – Limit the number of ideas presented
- **Poster Production - Putting your Vision Down on Paper**
  - Start with a set of initial sketches.
  - Choose the best sketch and make a rough draft at the final poster size. A chalkboard or white board is a good starting point.
  - Ask colleagues or peers review the rough draft.
  - Finalize the poster content and print a draft version – Check visual elements including legibility and color contrast from a distance.
  - Print the final version.
- **Effective Tips for Attracting your Audience**
  - Print the poster on one large sheet with columns. Material should be arranged in a logical sequence (typically starting at top left and ending at bottom right.).
  - Use strong visual contrast – Many people have trouble distinguishing between closely related colors. .
  - Text and illustrations should be readable from 3 feet away.
  - Limit the use of color to highlight important points. Too many colors make it difficult to locate the critical points.
  - Use pictures, graphs and tables instead of text where possible.
  - Text
    - Text should be dark on white or light paper
    - Use short statements or bullet points
    - Avoid abbreviations, acronyms and jargon
    - Present your main ideas in 6 lines or less
    - Use Sans Serif fonts (ex. Arial or Helvetica) instead of Serif fonts (ex. Times Roman)

- Illustrations
  - o Use **simple** charts, drawings and illustrations similar to PowerPoint presentations
  - o Include titles or labels, labeled axes and identified units
- **Effective Tips for Successful Poster Content**
  - Include title, poster and paper number, author names and institution affiliations across the top of the poster in letters (1 – 2” high)
  - Introduction / Objectives
  - Statistical or Analytical Methods
  - Summary / Results
  - Conclusions
  - Future Directions
  - Acknowledgements
- **Effective Tips for Presenting your Poster**
  - Prepare a brief five-minute presentation to present to participants
  - Bring handouts and / or business cards
  - Bring sketch paper and markers to encourage participant discussion

For conference program inquiries, contact:  
Sylvie Rozon, Coordinator, Conferences, Meetings and Awards  
Transportation Association of Canada (TAC)  
2323 St. Laurent Blvd., Ottawa K1G 4J8  
Tel.: (613) 736-1350 ~ Fax: (613) 736-1395  
Email: srozon@tac-atc.ca