



A BIG Difference for BC

Notes from Using Behavioural Insights in Practice

Posters

Program: The conference program is now available online. Find out poster session details at <https://www.bicanada18.com/big-difference-bc/program>.

Requirements

- Make sure you have registered for the conference; [register](#) by **October 4** to take advantage of the early bird discount rate!
- Posters can be a maximum of 4 feet tall by 3 feet wide.
- You are responsible for printing your poster, transporting it to the venue, setting it up at the beginning of the poster session, and taking it down at the end of the poster session. We will supply easels and thumbtacks or similar materials for setting posters up on the easels.
- If you would like your poster added to the event website after the conference, please send your poster (PowerPoint, PDF, or JPEG) to dibs@sauder.ubc.ca by **Friday, November 29**.
- If your plans change and you are no longer able to present, or you have any changes to your poster title or author information, please let us know as soon as possible at dibs@sauder.ubc.ca.

Tips

We recognize that there is a variety of content being presented in posters at BIG Difference BC. The tips that follow are general pointers that may or may not be a good fit for your specific poster.

- **Design:** Posters can be up to 4 feet tall by 3 feet wide; poster text should be visible from 3 feet away.
 - *Font size:* Main poster title should be font size 72+, section titles should be font size 60+, main points should be font size 48+, additional text should be font size 24+, and acknowledgments and references should be font size 18+.
 - *Font:* Choose an easy-to-read font, such as Arial or Calibri. Use the same type-face throughout your entire poster.
 - *Emphasis:* It is better to use bolding than all caps when trying to emphasize a point.
 - *Colour:* Black text on white paper is generally best. Incorporate colour in figures or images to help tell your story and add visual interest. At the same time, keep in mind that too much color is distracting.



Where ideas work



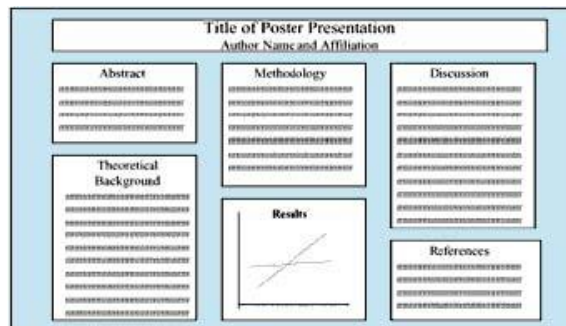
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WORK SAFE BC



- *Less is More:* Your poster will be most effective if there is minimal text for the reader. Avoid long descriptions and explanations. Use plain language and stick to short, concise sentences in bullet point or short paragraphs. You'll be there to elaborate!
- *Accessibility:* Test your poster in [grayscale](#) to see how it will look to someone who is colourblind. Run Microsoft's [Accessibility Checker](#) to review and improve accessibility.
- **Poster Elements:**
 - *Title:* Include your title (i.e., short phrase describing the main message of the poster). On the next line, list authors' names and professional affiliations.
 - *Abstract:* 1 paragraph that summarizes the main points of the poster.
 - *Intro:* 2-4 paragraphs/panels that describe the background for the problem or theory.
 - *Methods:* 1-2 paragraphs/panels that describe techniques used or proposed.
 - *Results:* 1-2 panels that detail your results. Figures should include titles, axis labels, and legends. Include a brief description of any statistical tests run.
 - *Discussion:* 1-2 paragraphs/panels that summarize the results and conclusions. This may be combined with the Results for a single Results and Discussion section.
 - *References:* List important references used, ideally in APA format.
 - *Acknowledgements:* List sources of financial or other support or project partners.
 - *Sample Poster Layout:*



- **Handouts:** Feel free to bring handouts, business cards, or a sign-up list for those who want additional information about the project.

Tips adapted from SJDM (<https://sjdm.org/programs/poster.guidelines.html>) and BC Public Service GCPE.