



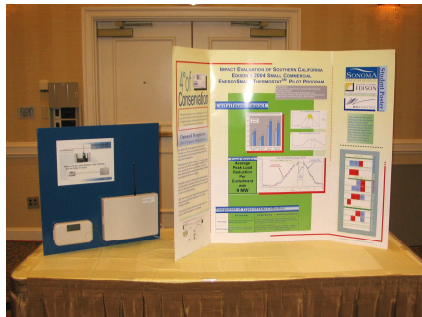
BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

A conference focused on understanding the behavior and decision-making of individuals and organizations and on using that knowledge to accelerate our transition to an energy-efficient and low-carbon future

convened by



The Poster Reception Session is a popular time with participants as it offers an opportunity to enjoy the reception, yet have an opportunity to talk with you, the author of the work, on a one-on-one basis.



What you will find at the hotel: Each presenter will have half of a standard 6 foot table (we put two poster boards back to back on the table). We will provide a tri-fold presentation board and the needed material for mounting your work on the board at the cost of \$10. **The tri-fold board is 36" high x 48" wide.**

Set-up at—Tahoe Room, Second Floor of the Hotel: You can prepare your presentation at any time after Sunday noon. It must be ready by Monday, 5:15pm.

Due Dates: Your poster should come with you to the hotel. If you ship it, make sure that you include your name, the conference name and dates. Other than registration, there are no other due dates.

Creating an Inviting Poster

Colorful, attractive posters that are not crowded with information will have the best results. Your goal will be **to catch the eye** of other people who are interested in your concept, program, topic, etc. (a "so what" headline on your poster is recommended over just "A Method to Count Widgets"-dull — "Are You Still Counting Widgets?"-better). Attendees will stop by to discuss your poster with you. You should not try to put all the information you have about your topic on the poster itself (in other words, don't paste a paper onto a poster).

First Step

What's my message? What is the one thing I want people to remember?

You must be able to state your main point(s) and conclusion(s) clearly and succinctly.

All visuals and text should relate to those points and conclusions.

Start Production

Given that you have a tri-fold that is 36" high, 48" wide (12" x 36" first panel, 24" x 36" second panel, 12" x 36" third panel) think about:

- what you can fit,
- what you'll have to leave out,

Create a mock-up poster focused on your main message.

Ask yourself which details are *absolutely essential* for conveying your message. The most common problem is too much focus on methods. [An exception is if your poster is *about a new method*.]

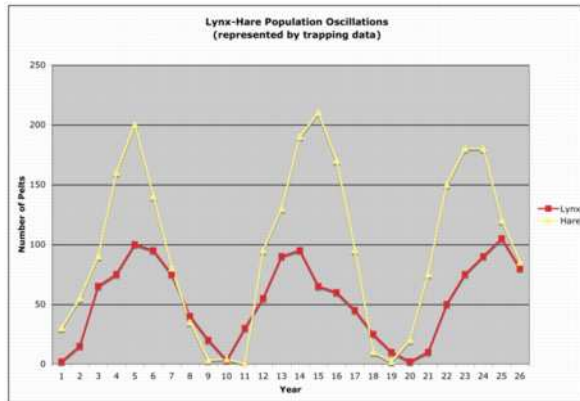
Omit anything that is not essential.

Edit text carefully - simplify verbiage, reduce sentence complexity.

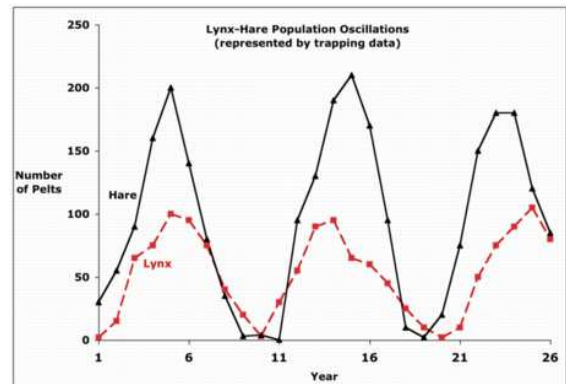
Your poster should use

- visual grammar to guide readers to the important parts of your poster.
- column format to make your poster easier to read in a crowd.
- organization cues to guide readers through your poster.
- "reader gravity" which pulls the eye from top to bottom and left to right (Wheildon 1995).
- headings intelligently to help readers find your main points and key information.
- balance the placement of text and graphics to create visual appeal.
- use white space creatively to help define the flow of information.

Avoid!



Better!



Well designed posters often use:

- **Large bolded sans serif type (60-96 point) for the title,**
- **Smaller bolded sans serif type (30-36 point) for section headings**
- A Roman type (18 to 24 point) for the body text.
- Use graphics liberally

What to Avoid

Fancy faces should be avoided since they are difficult to read

and

Borders around blocks of text should similarly be avoided since they break up the flow of the whole. You do not have to fill every bit of space. Some empty space will increase the ease of viewing.