

1st International Conference on Transport & Health

Poster Presentation Standards and Guidelines

The Transportation Public Health link (TPH Link) is committed to re-engineering the traditional conference experience by delivering evidence-based research of scientific merit in conjunction with real-world practical application of best practices. This goal is accomplished, in part, through the International Conference on Transport & Health (ICTH) in which conference activities are designed with a cross-disciplinary perspective and a sense of creativity. Speakers, presenters and delegates are considered as part of the team; assuming a direct participatory role.

Poster presenters of accepted abstracts, herein referred to as 'Presenters,' include policy-makers, practitioners and academics from multiple disciplines involved with transport planning and engineering, public health, urban planning, spatial and architectural design, environmental planning, economics and beyond. Representing public and private sectors, these individuals possess breadth; differ in level of experience, are effective communicators and considered authorities in their fields of expertise.

This document is meant as a summary of standards and guidelines for Presenters. Each Presenter will:

- Possess significant knowledge and expertise of the subject area;
- Have reasonable presentation skills to effectively
- communicate to a cross-disciplinary audience
- Not engage in excessive commercial presentations of their organization;
- Utilize the recommendations presented below in preparation of their Poster presentation;
- Understand that materials provided for presentation will become the property of the TPH Link for placement on the ICTH WebPages found at www.tphlink.com.

SPEAKER STANDARDS

TPH Link has developed the following set of standards and guidelines to which all Presenters are expected to adhere. Individuals who violate these standards and guidelines will not be invited back to future ICTH.

The TPH Link is providing Presenters with permission to **BREAK TRADITION**. Now, that may seem a little authoritative or presumptuous, but sometimes people need to be told that it's okay to FLY! We are creating a safe environment in which experimentation and risk-taking is encouraged. Give your audience a different perspective. Be engaging. **STAND ON THE DESK!!** We want you to think "Dead



Poets' Society!" Refer to this link if you are unfamiliar with this classic American film http://en.wikipedia.org/wiki/Dead_Poets_Society

Presenters should NOT prepare a PowerPoint presentation.

Summary

Poster presentations provide an opportunity for a direct exchange of ideas between the presenter and audience interested in a particular study and/or project. The poster should be outlined so that it can be easily understood without an oral explanation since a poster may also be viewed when the presenter is not readily available.

Poster Session

Poster presentations will be grouped into themes based on the categories in which the abstract was originally submitted.

Set-Up

- Each poster board is numbered sequentially in the room/area of your session.
- Locate your assigned poster board and assemble your poster in the hour preceding the session.
- Pushpins will be provided in the room/area.

Take Down

- Presenters are encouraged to leave their poster up throughout the three day conference, beginning at 9:30 a.m., Monday, 6 July through 5:30 p.m., Wednesday, 8 July 2015.
- Any materials left on the poster board after 5:30 p.m. on Wednesday, 8 July 2015 will be removed and discarded
- ***TPH Link will not be responsible for posters left at the end of session***

Design

Poster Board Dimension

Surface of the Board: 4 feet high and 8 feet wide [1.22 meters and 2.44 meters].

Recommended Poster Sizes

Posters should be a maximum of:

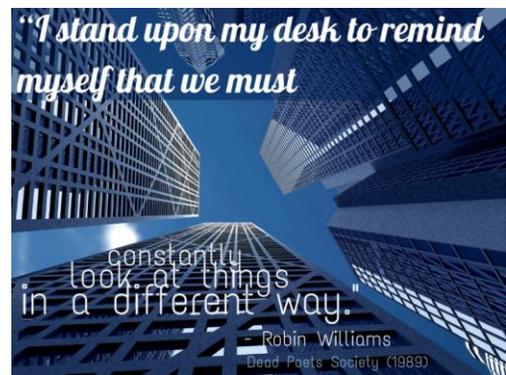
- 60" w x 36" h (152cm w x 91 cm h)
- 72" w x 36" h (183cm w x 91 cm h)
- A0 (119cmx84cm)

Header

Prepare a headline that identifies your research to be mounted at the top of the poster board. Lettering should be 1 ½" [3.81 cm] high or more. Include authors and their affiliations under the header.

Organization

The key is to achieve **clarity** and **simplicity**. Do not overload the poster. Use a coherent sequence (top to bottom or left to right) to guide the viewer through the poster. Use figures,



tables, graphs and photographs when appropriate; keep text brief. It may be helpful to have materials pre-mounted on mounting boards. **All materials should be legible from a distance.**

Typography:

Avoid using abbreviations, acronyms and jargon. Do not use industry logos or brand names. Font should be consistent throughout.

QR Codes:

It is appropriate to include QR Codes to link the audience to the poster data or a printable poster pdf. It is not acceptable to include QR Codes that link to an institution or company website.

Thought Provoking Questions to Ask Yourself

1. What do I want the viewer to remember?
2. Is the message clear?
3. Do important points stand out?
4. Is there a balance between words and illustrations?
5. Is the pathway through the poster clear?
6. Is the poster understandable without oral explanation?



Poster Printing Service

Central London: Affordable Printing Service...PENDING



USA & Canada: Affordable Printing Service

My Color Copies offers quality color copies and research posters at discount prices. Fast and friendly service. And always **FREE Delivery in the USA**. Forget about hauling a bulky poster tube through the airport, present your poster on **FABRIC**. A fabric poster folds up and fits in your suitcase without being damaged. To order a fabric poster click [HERE](#). Use the conference code: **TPH Link** to receive a **33% discount** off the total cost of your poster.

The 1st International Conference on transport & Health is all about networking and information sharing. Give attendees something tangible to remember you. Print your abstract and/or poster as a colorful and professional handout. Use the coupon code: **25free** to receive 25 free color copies of your first order (100 copy minimum). To order color handouts click [HERE](#).

It can be very stressful preparing for a conference. If you have any questions or concerns, please call Dan at My Color Copies (801) 491-6931.

Suggestions to Encourage Viewer Interaction

Your poster is a valuable market commodity; intelligence and creativity. This is your opportunity to make a 'pitch' to effectively sell your product. Be enthusiastic. Remember the quality of your work is a reflection of you as a person!

- Provide color handouts.
- Prepare a 90 second oral review to share with viewers.
- Give stuff away: candy, stickers, organization pens, sticky notes, etc.
- Walk around the area in front of your poster instead of standing in one position in a catatonic state.
- Be friendly and SMILE...You will be more approachable!
- Take the initiative to start a conversation with someone you make eye contact.

*You must strive to find your own voice
because the longer you wait to begin
the less likely you are to find it at all.
- Dead Poets Society, 1989*

Knowledge of the Subject

Presenters will have both in-depth and broad knowledge of the presented subject, going beyond their personal experience or the experience of their organization or firm. This will help provide examples for conference delegates that illustrate various points of view or methods of doing things, and allow more complete responses to questions. It is also valuable to incorporate a global perspective whenever possible on the topic of discussion.

Presentation Skills

Presenters will understand how to address a professional audience including; good voice projection, coordination of oral and visual information, ability to interact positively with the audience, and ability to synthesize information into understandable segments and present them in an orderly and logical manner.

No Commercials

Distributing or handing out a company's promotional literature is prohibited outside of the exhibit booth. However, handouts of the poster or a resultant manuscript is permitted and encouraged.

Release Form/Indemnification Agreement: Presenters of Accepted Abstracts

I agree that TPH Link, or its agents, have the right to record my presentation, to reproduce written materials for my presentation in the conference proceedings and on the ICTH website, to offer for sale products based on the recording and/or written materials in multiple formats, and to retain the proceeds from the sale of these items. I further understand that my signing of this release in no way prohibits me from using the material presented at ICTH in any manner I choose. I also understand that TPH Link may use my photograph in publications, brochures, etc., as part of the information surrounding and marketing the ICTH.

To the best of my knowledge, my presentation does not violate any proprietary or personal rights of others (including any copyright, trademark and privacy rights), is factually accurate, and contains nothing defamatory or otherwise harmful. I have the full authority to enter into this agreement and have obtained all necessary permissions or licenses from any individuals or organizations whose material is included or used in my presentation. I also agree to adhere to the guidelines outlined in the Standards and Guidelines for Presenters and comply with all program related deadlines provided to me by TPH Link, including but not limited to deadlines for handouts, etc. I understand that I will not receive any royalties, honoraria, reimbursement of expenses, or other compensation from TPH Link in connection with the program or the rights granted above.

Print Full Name

Signature and Date



13 February 2015

National Council for Public Private Partnerships: Presenter Standards and Guidelines (5 February 2015). Retrieved from” www.ncppp.org