



International Forum ePoster Guidelines Utrecht 2025

Congratulations on being accepted. Your work will be on show during the upcoming International Forum, and also available online on our ePoster platform. Please read through our ePoster Guidelines thoroughly, it includes all the information you will need to prepare and submit your ePoster.

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ePoster FAQs

What is an ePoster display at the International Forum?

An ePoster at the International Forum provides presenters with the opportunity to outline new information, improvement strategies, ideas, case studies or projects and to celebrate the successes of an individual or organisation.

ePosters should not advertise any products or services.

ePosters will be displayed on our event app before and after the International Forum.

ePoster authors attending the International Forum in person **will also** need to bring their Poster along in a traditional printed format, as Posters will be displayed on Poster boards at the venue.

We will share a link to the online platform so that attendees can look at the ePosters on their mobile device, tablet or desktop at their convenience.

If there have been any changes to my project do I need to update you?

No, but feel free to update the ePoster that you submit for upload with your latest findings. Please ensure the author's name and title remains the same.

Can I get a Poster Certificate of Attendance?

Yes, your certificate will be sent to you via email two weeks after the event.

Can I display the International Forum logo on my ePoster?

The International Forum does not allow the use of BMJ, IHI, or any International Forum affiliated logos, to be displayed on posters at the International Forum.

Does my ePoster have to be in English?

Yes, all ePosters need to be in English; your abstract will be unsuccessful if submitted in another language.

How to design and create your ePoster

We will not be accepting any changes after the deadline, or at the event, so please follow these instructions carefully.

Design Layout:

These instructions are written for PowerPoint, but are applicable to any other software you may wish to use. Use PowerPoint 2007 or newer, and set the dimensions of your poster to **83.82cm width by 139.7cm height (width: 33.0in x height: 55.0in)**, in **portrait orientation**.

1. The ePoster should be in portrait orientation.
2. Number of pages (slides): one (1).
3. For embedded images please use .jpeg or .png file formats. Please be mindful of any copyright issues of photos used when creating your ePosters.
4. Do **not** use animated effects, "animations" and videos.
5. Before submitting, save your poster as a **PDF file**. All recent versions of PowerPoint and most other software applications allow you to save your poster as a PDF file from the "File > Save as" menu or through the "File > Print > as .PDF" option.
6. The file size limit is 10MB.

How to set up your ePoster in Powerpoint:

1. Open Microsoft Powerpoint
2. Click 'design'
3. Click 'slide size'
4. Click 'custom slide size...'
5. The width should be 83.82cm (33.0in)
6. The height should be 139.7cm (55.0in)
7. Click OK and once completed save as a **PDF**.

Top tips for designing your ePoster

The aim is to tell a story that is clear and inspires others. It should communicate all the key points you want to get across without any additional explanation.

1. **Title:** The title should make it instantly clear what the poster is about. Do not use abbreviations or acronyms as the person viewing your poster may not know what these mean. Try to make it snappy and attention grabbing; you want your work to stand out among hundreds of other posters
2. **Section headings:** Use section headings to make key messages on your poster stand out
3. **Word count:** The person viewing your poster should be able to understand the key messages from it in 3 to 5 minutes and read the text in under 10 minutes. You may find it effective to reduce the number of words in your poster. Try not to use long sentences and cut out words that do not add meaning to your sentences. Use phrases or bullet points
4. **Pictures and diagrams:** Pictures and diagrams add visual interest to your poster. Infographics are also useful for displaying information at a glance. Remember to ensure your pictures are high enough quality to be viewed from a distance.
5. **Contact information:** Adding your email address or Twitter handle gives people the option to get in touch if they want to know more about your work. You can also generate a QR code for your post to link to further information or a publication - see below for information on how to do this if you are published in BMJ Quality Improvement Reports
6. **Design:** Effective use of colour on your ePoster can help to highlight key information and helps your poster to stand out
7. **Key messages:** Viewers may not have the time or wish to read all your text. A succinct introduction and clearly outlined learning points will help other delegates to understand your main messages.

Some tips on how to make a great ePoster

What makes a poster good?	Considerations
Very clear graphs that are easy to understand	Not too text heavy
Tells a story using clear headlines	Include contact details
Colour scheme makes it easy to read	Make sure your graph is large enough to read
Use of pictures brings the poster to life	Font size
Key learning points clearly outlined	
Clear title explaining project	