**POSTER DESIGN INSTRUCTIONS**

**Your poster has two goals:**

* to attract attention
* exchange the message of your poster with the conference participants

**Concepts of efficient poster design:**

* Fast (shallow) reading takes 3-4 minutes.
* The reader is usually concentrated no more than 6-8 minutes.
* Include text, tables, graphs, photos and schemes in order to make communication more precise and smooth.
* If you have the opportunity to print a professional poster – do it. Otherwise build your poster piecewise with segments of A4 and A3 paper sheets.
* The panel for your poster will have the dimensions 90 cm x 180 cm. Fill the entire area but consider several sections and columns to fit introduction, methods results, discussion and references.
* Use simple font for title (for example Arial or Times New Roman) with approximate size of 72. Your poster title should be generally readable from up to 10 m distance.
* Use simple font for body text (for example Arial or Times New Roman) with approximate size of 20 to 24.
* Use no more than two different fonts and simple colour scheme. Too many colours may diminish your message.
* Participants will not be attracted with excellent research followed by poor presentations.

**The content**

* Title: no longer than 10-12 words. Precise. Accurate. Focus on the content.
* Authors: the list of authors and their affiliation. First author will be the presenter; the contents of the poster must be agreed with all authors. Please indicate the mentor separately.
* Abstract: brief content of the poster.
* Introduction: what is the field/area of the poster? Why did you start the topic/problem?
* Aims and goals: briefly state both.
* Methods: list of methods and justification of their use.
* Results: How did you conduct the experiment/research? What did you find out?
* Conclusions: what is the meaning of the results? How can they be used? Where can they be used?