



Poster Design

Getting the viewer's attention

To communicate, a poster must make a strong visual impact and attract the viewer's attention. It is a visual presentation of information and should be designed as such - do not simply reproduce your written paper in poster format. It should be understandable to the reader without any further verbal comment.

Workshop style

This workshop explores strategies that help you effectively communicate your research results to your target audience. The pre-workshop material, the workshop and the post-workshop assignment will introduce different design styles commonly used in scientific poster presentations and the strengths and weaknesses of each, stressing the need for visual impact and accessibility of the key message conveyed. Participants will learn and develop one of the fundamental principles of any good communication: recognize who you are writing for and write for them. All participants will get a reader at the end of the workshop. You may bring your own posters or any drafts that you have made. The trainer will be happy to discuss them with you.

Trainer

The trainer has a PhD in molecular biology, and he is an experienced trainer of medical writers. He graduated from the University of California Santa Barbara and the University of California San Francisco (USA), was president of the European Medical Writers Association and editor-in-chief of the Journal of the European Medical Writers Association. He has been a senior medical writer since 1989.