

BSAS 2026 POSTER GUIDELINES



Shaping the future of **ANIMAL SCIENCE**

BSAS

Guidelines for Scientific Posters

The hook

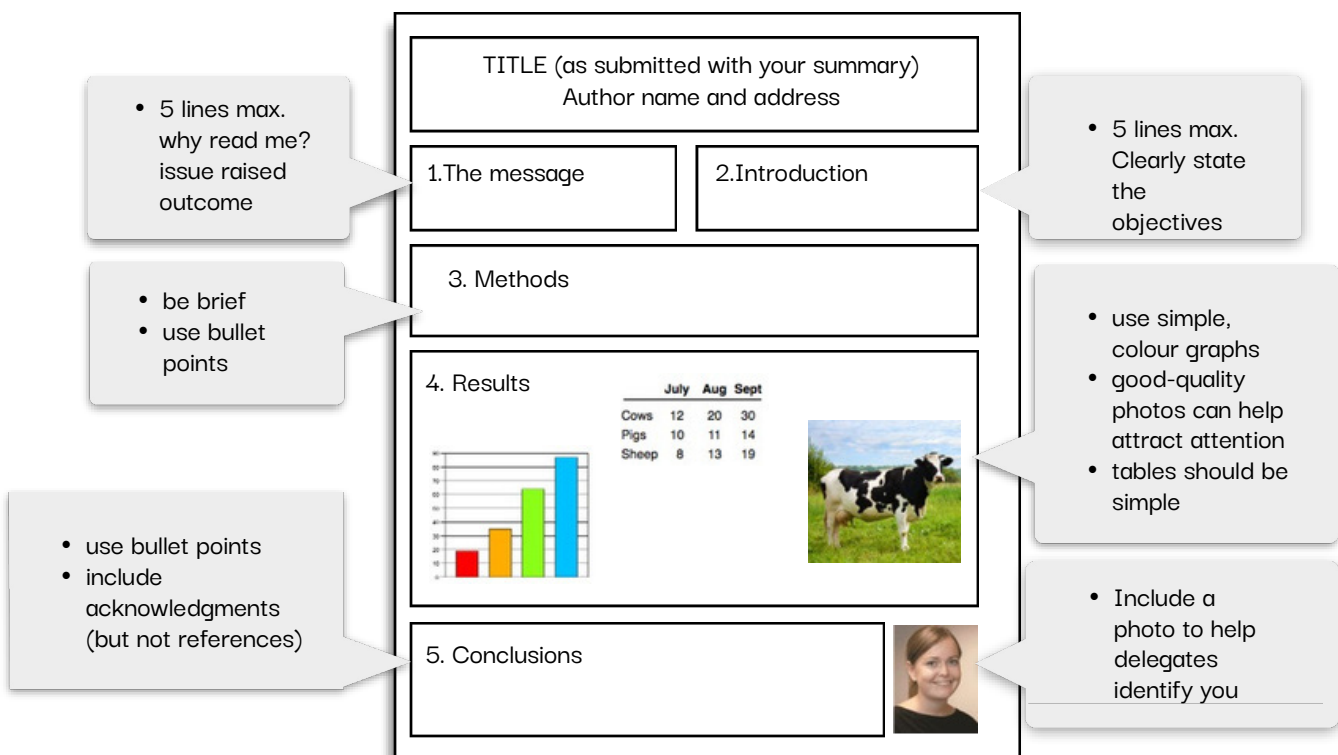
- To get people to read your poster you must have a clear, prominent message that grabs their attention.
- Your message should focus on the most important aspect, outcome or issue in your poster.

Keep it simple

- Posters with too much information, colour or design can be distracting from your main message. Clarity is key!
- A simple colour graph, table or photograph can help a reader understand the point you are trying to make. Too many will confuse.

Construction

- Posters should be A1 portrait size (594mm x 841mm), made from thick, plastic-coated paper or card. They can be made from one large or several smaller pieces if it makes it easier for transportation.
- Divide the poster into sections, e.g. introduction, methods, results and conclusions.
- Make it clear in which order they should be read.
- Include a photograph of yourself in the bottom right corner so that delegates can find you if they wish to discuss your poster.
- Titles should be 2.5cm high and text 1cm high or conform to conference guidelines if specified.
- Use clear lettering systems and good quality photographs.



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Golden Rules

- If people see and remember one image relating to one main point, you have succeeded.
- The aim of a poster is not to explain every aspect of an experiment, but to show the aspect that is best-presented through a poster.
- What you did and found should be said in large print so it can be easily read.

Remember:

- Most people passing your poster are not interested in detail. If any readers are interested in more information, give them a handout instead.

In Summary:

We want you to succeed in ensuring your message is understood by as many people as possible. These guidelines aim to help your poster presentation be a success.

- Posters must be clear and easy to read. If it isn't clear, few people will make an effort to read it.
- The key message you want to share should be the first thing that is read.
- A poster should not merely duplicate a summary - use less information, not more.
- Make sure you stick to a font size of 1cm in the body of the poster. If you think you need smaller text, you have too much information.
- Colour and design should be used to enhance your story.
- Use a photo, graph or table if it helps explain your story, but use them sparingly.
- Logos should be discreet (1cm x 1cm each).
- Include a photo of yourself so people can identify you if they want to discuss your poster.
- Proof-read your poster and ask other people to read it to check it makes sense and for any mistakes.

If you have any questions please contact:

Email: bsasconference@abbeyuk.com

Posters will be displayed for viewing at the conference.