



Guidelines for Preparing Electronic Posters at ESUR-Meetings

The poster presentation is an effective way to communicate clinical and fundamental research in a compact and precise format, and is an important vehicle for presenting information and (initial) results at ESUR-meetings.

Poster preparation should be fun and provide a sense of creativity and satisfaction. In general, the best posters display a firm statement of major conclusions at the beginning, followed by a relevant supporting text in later segments and a brief summary at the end.

Be simple and direct in the poster presentation both in text, in tables/graphs and in pictures. Use short phrases and “bulleted” text throughout the poster. Avoid long narrative paragraphs.

The following guidelines should help to prepare effective and successful posters.

Preparing the Poster

The time and effort required to produce a poster of the highest quality is substantial. This is extremely important as a poorly planned poster will be obvious to all and ultimately neglected. Think about the what(s), how(s), and why(s) of the research performed.

Although the scientific content is of utmost importance, the poster design aims to be as eye-catching and attractive as possible. Poster design is a personal matter and individuals have different views on how best to personalize the lay-out to present the information and attract attention.

Poster categories at ESUR-meetings

Three subgroups of posters are distinguished:

1. Presentation of cases (**at least three cases**) on a pathology (anatomy, abnormality, disease, disorder) or technology (modality);
2. Presentation of original clinical research;
3. Presentation of fundamental research.

Title

Use the title (preferably short) to get the attention of the viewer. Include the author(s) and affiliation(s). One logo per institution may appear in the title only.

Structure of Scientific Posters

- *Aims and objectives:* Outlines the hypothesis and goals of the study.
- *Methods and materials:* This section should be given in sufficient detail to permit repetition of the experimental work.



- **Results:** Describes the outcome of the study. Data should be presented as concisely as possible in the form of tables or figures (where applicable).
- **Conclusion:** Discusses the interpretation of results and their significance with reference to other cited work. The final paragraph should include a concise, succinct statement which summarises the significance of the results in terms of the original hypotheses and explains any unexpected results
- **References:** Recent literature should be cited to support the presented material (up to 20 references).

The information presented must be up-to-date, even if the topic or images refer to old or historical procedures.

Structure of Educational Posters

- **Learning objectives:** Outlines the learning goals of the poster.
- **Background:** Summarises the state-of-the-art definitions, problems, disease descriptions and pathophysiology of the chosen topic.
- **Findings and procedure details:** Imaging findings should underline diagnostic specialties, key findings and clinical interpretations. Procedure details should describe the diagnostic procedures, how the diagnosis was made, and allow readers to reproduce the findings.
- **Conclusion:** Interpretation of the results and their significance with reference to other cited work. The final paragraph should include a concise, succinct statement which summarises the significance of the results in reference to the learning objectives
- **References:** Recent literature should be cited to support the presented material (up to 20 references).

General information on the overall composition and content

Patient confidentiality

In all instances patient confidentiality must be protected. No names, hospital ID numbers or any other information that allow the patient to be identified should appear in images, videos, or texts.

Ethical standard

For biomedical research conducted on animals, the guidelines outlined by the [National Institutes of Health](#) should be adhered to. Authors are advised to comply with these guidelines and to acknowledge such compliance in their manuscripts. Posters reporting the results of experimental studies on human subjects must include a statement that informed consent was obtained.

Images

Posters should not solely consist of text and a sufficient number of images is essential to support the text. Therefore the inclusion of images to illustrate your poster is mandatory.

Images must be appropriately linked to the text, either by embedding the image in the text, or by linking an image from the side bar to the text – a clearly presented image is often worth a thousand words and the wrong text-image link destroys the validity of the poster.





It is recommended to identify and prepare images well in advance of the deadline. Please check the images to ensure that size and resolution are sufficient to recognise the relevant details.

Tables

Tables can be created with a table editor.

Videos

Videofiles to be included in your poster.

Permissions

Authors wishing to include figures, tables or text passages that have already been published elsewhere must obtain permission from the copyright owner(s) and upon request provide evidence that permission has been granted when submitting their poster. The 'origin of image' fields must be filled in for each image.

References

The accuracy of references is the responsibility of the authors. Citations in the text should be in Arabic numerals in square brackets, e.g. [2-5, 12]. The list of references should only include works that are cited in the text and that have been published.

Product and company names

Your presentation must be non-promotional and non-commercial in nature. Specific agents and manufacturers should only be mentioned by name if they play a central role in the research question or education message of your poster. Similarly, it is sufficient to state that images were acquired "at 1.5 T" or "using a 16-slice CT scanner" without mentioning the manufacturer unless there is some compelling reason to do so.

Off-Label use

It is essential to state that the data presented is "off-label" if the presentation refers to an indication that is not covered by the licensing authorities.

Poster evaluation

The Scientific Exhibition Jury will evaluate uploaded posters according to three categories. An award winner will be assigned to each category. 'Unclassifiable' posters will not be taken into consideration for awarding.

An additional award can eventually be provided to a poster with exceptional quality (i.e. originality, innovation, lay out, ...), independent of the category.





Guidelines for Preparing Electronic Posters at ESUR-Meetings

Basic rules:

- *Keep it simple, do not clutter, do not include unnecessary data.*
- *Try to get the key message(s) even to the non-experts.*
- *Displayed materials should be self-explanatory, free from unnecessary discussion.*
- *Arrange the poster for logical flow.*

Some useful tips:

- *Don't leave everything until the last minute.*
- *Remember to be relevant, brief and to the point.*
- *The composition of your electronic presentation should be logical, well organised, self-explanatory and concise. Text should be structured (e.g. use bullet points), presenting only enough data/information to support the conclusions.*
- *Colour attracts attention, but too much can be distracting. Please make sure that uploaded coloured images are clear - just because it looks good in one format does not guarantee that it will have the same effect in other formats.*
- *Please provide sufficiently detailed information within each section (do not simply transfer the contents of your abstract into the electronic poster frame), and please note that there is a minimum number of 400 words (in total) required.*
- *Non-commonly used abbreviations and acronyms should be defined at first mention in the text. Radiation and laboratory measurements should be given using the International System of Units (SI).*
- *Make draft versions of the poster sections and check spelling for mistakes, legibility and inconsistency in style. If English is not your native language, it is highly recommended to get your work checked by a native English speaker.*
- *Have a (experienced/independent) colleague to review the poster and to give an unbiased opinion on the clarity of the presentation, whether it makes the point or not, and the relevance and clarity of the images. Edit redundant text and images and double-check that the correct links are enabled.*
- *Don't ever expect anyone to spend more than 5 minutes at your poster. If you can't clearly convey the key message in less time than this, chances are having not done a proper job.*