Posters and Flyers

A poster is a visual communication tool that should deliver a clear message in a highly visual format. An effective poster acts as: -

- A source of information
- A summary of your work
- A conversation starter
- An advertisement of your work

Top Ten Poster Tips
Content

1. Always include a big title to get people's attention – make it short and to the point – Big bold text at the top of the Poster
2. Don't forget all the authors and an organisational logo
3. Structured with specific sections
4. Not too much text – bullet points if possible and definitely for discussion points and recommendations
5. Results section – graphs and tables can say more than words

Presentation

1. Make your poster colourful and eye catching with coloured text using 'WordArt'. Highlight important points in a contrasting colour. Ensure subtitles and content text are all the same size for each section. When your poster is blown up to A0 or A1 any errors are magnified.

2. Create coloured blocks for your text to sit in – these can be different colours to highlight the different sections e.g. Introduction, method etc. But make sure they don't clash. Try to stick to a co-ordinating colour scheme (either bright and bold or pastels) Pick one underlying colour scheme and then choose colours that co-ordinate with it.
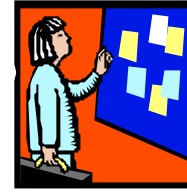
3. Spelling and Grammar – check, check and re-check – get someone else to read through and check for errors, there will always be something that you miss.
4. Include graphs and if possible, include photos / images of the area being investigated.
5. Look at posters from different conferences. See what works well, what looks awful and learn from it. Get help from people who have done posters before.

Posters don't have to be professionally designed, and they don't have to be big. Simple A4 flyers placed on notice boards or distributed to staff can be just as effective at sharing results.

If you would like help putting together an audit presentation or poster, see your local senior clinical audit facilitator.

How to Present Your Clinical Audit Data

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Clinical Audit and Effectiveness

Sharing Audit Results

Once your audit has been completed you will want to share your results with the relevant audience. The main things you should consider when presenting your audit results are:-

- Know Your Audience
- Know Your Message
- Get Your Message Across Effectively

Know Your Audience

Consider who will be your audience. What do they know already and what do they need to know. This will help you deliver your message in terms the audience can understand and appreciate.

- **Specialists Only** – OK to use jargon and technical language
- **Wide-ranging** – minimise jargon and simplify language
- **General** – eliminate jargon and use common terms.

Know Your Message

What do you want people to know? What are the main findings of your project? What practice should be changed?

Five things the audience wants to know

- Why you did it
- How you did it
- What you found out
- What it means
- What you are going to do about it.

Get Your Message Across Effectively

There are 3 main ways in which you can do this – Written Reports, Oral Presentation and Posters / Flyers.

Written Reports

Reports are the usual way of communicating results of projects. They should be concise and have a specific structure. A well-designed report can make all the difference to getting your message across effectively.

Structure of Written Reports

There are various ways an audit report can be structured but the following is most common:-

- **Background, Aims and Objectives** – Why you did it
- **Methodology** – How you did it
- **Results / Analysis** – What you found
- **Discussion** – What it means
- **Recommendations and Action Plan** – What you are going to do about it

Ten Commandments of Report Writing

1. The reader is the most important person
2. Keep the report as short as possible
3. Organise for the convenience of the reader
4. All references should be correct
5. Writing should be accurate, concise and unobtrusive
6. The right diagrams with the right labels
7. Summaries give the whole picture in miniature
8. Check for technical, grammatical and typing errors and inconsistency
9. The presentation of the report should look as good as the content
10. The reader **really** is the most important person.

Oral Presentations

Consider, what is absolutely essential, how long it will take, what can be left out.

When developing an oral presentation it is common to use slides to demonstrate your key points. Make your slides interesting using different sizes and colour of text to highlight key points.

Putting charts in your presentation is a good way to highlight key points visually or show themes and trends.

Oral Presentation Tips

- Rehearse – consider timing, difficult / complicated areas
- Use visual aids and have notes if you get stuck
- Comfortable room environment
- Combat nerves – be comfortable, dress appropriately, have water to drink.
- Think about the questions you may be asked
- Don't panic. You know more about your topic than anyone else does!
- Obtain feedback from your audience

Handouts

It is good practice to give the audience a handout of your presentation, but whether you give them this before or after your talk is a matter of personal taste.