International Union for Conservation of Nature

How to develop your Poster
for the World Conservation Congress, Jeju 2012

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Your proposal has been selected as one of the Posters of the IUCN World Conservation Congress, Jeju 2012. Congratulations, and welcome to Jeju!

Here are some tips to help you plan, structure and stage your Poster at the Congress. Remember there is a simple rule: the Congress can only be as good as you make it through your session!

If you need assistance, the IUCN Forum team is ready to help you at any time. Do not hesitate to contact us at: congressforum@iucn.org.

What should a Poster look like?

Posters should, as appropriate, showcase conservation work and achievements (for example innovations and solutions), community and local level initiatives, policy and governance reforms, traditional and indigenous knowledge, new and more sustainable business models and investment opportunities, initiatives that inspire ethical behaviour, actions of youth, methods to address gender equity, latest technologies and emerging multi-sector partnerships, etc.

Poster dimensions should be 1.5 x 1.8 m, portrait format (sorry, we won't be able to accept posters designed in landscape format).

Poster sessions will be formally scheduled during the lunch breaks in the Forum. This means that, although your poster will be displayed during the entire duration of the Forum (from the 7th September to the 11th September 2012), you will also have the opportunity, if you so wish, to "host" a discussion around your poster and answer questions during one of these lunch break sessions. Participants will be informed of this session through the normal Congress programme.

Tips for effective Poster presentations

An effective Poster is:

- **Focused!** Focused on a single message.
- **Graphic!** Let graphics and images tell the story; use text sparingly.
- **Ordered!** Keep the sequence well-ordered and obvious.

An effective poster operates on multiple levels:

- Source of information
- Conversation starter
- Advertisement of your work
- Summary of your work

A Poster Uses Visual Grammar - A poster is not just a standard research paper stuck to a board. An effective poster uses a different, visual grammar:

- **Visual displays of data** and small blocks of supporting text will get your message across more effectively. Think of your poster as an illustrated abstract.
- **Tell readers** why your work matters, what you did, what you found, and what you recommend. Avoid excessive focus on methods – it's the results and implications that count!
- **Overall appearance**. Use a pleasant arrangement of graphics, text, colours. Your poster should be neat and uncluttered – use white space to help organize sections. Balance the placement of figures. Avoid visual chaos, with many jagged edges or various-sized boards that distract the viewer. Instead, guide the viewer by using a visual logic, with a hierarchical structure that emphasizes the main points.

- **Organization**. Use headings to help readers find what they're looking for: objectives, results, conclusions, etc. The main headings should explain the points, rather than merely stating "results" and letting the viewer hunt for – or even worse, invent – the message. A columnar format helps traffic flow in a crowded poster session.
- **Minimize text – use graphics.** Keep text in blocks of no more than 50-75 words – don't create large, monolithic paragraphs of prose.
- **Text size**. All text should be large enough to read from 1-2 meters, including the text in figures. Titles should be larger to attract attention from far away.
- **Use colours cautiously**. Dark letters on light backgrounds are easier to read. Stick to a theme of 2-3 colours. Avoid overly bright colours – they attract attention but wear out reader's eyes.
- **Don't fight reader gravity**, which pulls the eyes from top to bottom (first) and left to right.
- **Clear graphs show data clearly**. Focus on relationships – exact data are usually not that important. Eliminate "chart junk" to keep focus on data: gridlines, detailed ticks on axes, data markers, and grey backgrounds are not needed. Label data directly, when possible – legends only force readers to look back and forth to decode the graph.
- **Include full contact information.** You want to be found – the reader should not have to look up anything to find you.
- **Prepare a 3-5 minutes verbal explanation**. Some people will ask you to "walk [them] through your poster". In making such a presentation, don't read the poster. Instead, give the big picture, explain why the problem is important, and use the graphics on your poster to illustrate and support your findings and recommendations.
- **Prepare a summary hand-out.** Yes, we know we asked you to work with us for a green, "paper-free" Congress, but as long as people don't have a microchip integrated in their brain, a hand-out will be the best way to provide them with a written record of your poster. You want people to remember your work! You can include a miniature version of your poster plus more detailed graphics, tables, and prose. The hand-out is something else you can refer to when talking to people about your work. Be sure to include complete contact information.
- **Be creative!** Avoid traditional models. Don't hesitate to be provocative, the discussion around your poster will be more animated and the outputs probably more outstanding. Try something fun that your audience will remember and associate with the content of your poster.
- **Use your web-space** to publish and make your poster and hand-outs available to all Congress participants. Use it to publish any information during or after the Congress.

You can find many websites that will help you design your poster better, but this one we found particularly helpful in preparing these guidelines: http://www.ncsu.edu/project/posters/NewSite/#Note0.

Ok, your message is now loud and clear, but as your Poster will be part of one of the largest and most important conservation events in 2012, we also want to ask you to think about your responsibility, as an event organiser, towards your audience:

- **Be relevant!** The World Conservation Congress is built around the overall theme Nature+, a simple and memorable slogan that captures the fundamental importance of nature and its inherent link to every aspect of our lives. The following document will provide you with more detailed information about the thinking behind the Congress and will help you focus your session: Congress theme framework.

  Don't forget your session also needs to focus on one or more of the thematic areas of the Draft IUCN Programme 2013-2016 (biodiversity, equitable governance of nature's use &

nature-based solutions to global challenges). You can find here the latest version of the [Draft IUCN Programme 2013-2016](#).

What happened to your initial proposal?

Your proposal was the basis for selecting your contribution to the World Conservation Forum, but it now needs to be refined, and in some cases refocused or sharpened to make sure **all sessions at the Congress feature the best conservation science and practice**. The information you entered on the system has been migrated to a web-space that will allow you to work further, together with your partners, on the development and fine-tuning of your session. It is crucial that you make sure the information on your web-space is up to date, at all time, as this will be the only place where participants will be able to find out more about your session.

Also check the Web-space User's Manual to discover all the great things you can do to promote your session to all Congress participants through your web-space!

What are the next steps?

You will now have some time to develop your event, discuss it with your partners and use the web-spaces to collaborate and refine your thoughts and ideas.

Later in the year, at the beginning of May 2012, the information on your web-space will be used for the printed version of the Congress programme. You will receive a message from the Forum Team before this happens, but to be sure, just remember to keep the information of your web-space as up to date as possible!

No further changes will be possible after this date, as all information will be sent to translation and printing. Your web-space will remain active as a promotion tool for your session, but you won't be able to edit the basic data of your proposal anymore.

What will we need from you?

- Title of your event

  In reviewing your session's title consider how important it will be in terms of attracting people's attention during the Congress. Try to be catchy, original and clear. Your title cannot be longer than 20 words and should express the content of your session. The title will be translated into the three IUCN official languages in the final Congress programme.

- Main organizer & partners

  It is entirely up to you (and your partners) to decide who the main organizer of your session will be. The designated person will also be the main focal point for us, for any correspondence or issue related to the Congress. Make sure the email address you provide is the one you want to use for any correspondence on your session.

  Partners are all the persons and institutions involved in the development of your session (the list of people who actually contributed to its development). For space and cost reasons, a maximum of 5 partner organisations can be associated with your session and will appear on the Congress printed and on-line schedules.

  Note: The organization of the main organizer as well as those of the five partners will be printed on the Congress programme together with the title of your Poster.

Through the web-spaces, make sure you also keep the following information updated:

- Abstract

  This is a more detailed description of what your Poster will be about. Be short (no more than 200 words) but make sure you highlight the outcomes presented in your Poster. The abstract will be 2 published on the Congress website.

- Key issues addressed by your Poster:

  Please review the list of keywords you checked for the submission of your proposal. Select the keywords that are most clearly and directly related to your Poster, to allow participants to identify events of interest and build thematic journeys through the Forum. You can select up to 4 keywords, but you don't necessarily need to have that many. If the focus of your Poster is clear enough, one or two are probably more than enough!

- Other information

  You will notice all sort of fields and information associated with your event on the web-spaces. As a general rule, try to keep this information as accurate as possible, at all time. This is the only way for participants to find updated and reliable information about your session. Your web-space and the way you manage it, use it, and keep it up to date also says a lot about you or your session. Your web-space is like your window to the external world, and also the window through which the external world will look at you.

Finalizing your documents

Please check the spelling of presenter's names, institutional citations, titles, text, etc., for all the final information and documents you'll post on the web-space. You are responsible for the information that will appear on the printed and on-line Congress programme, as well as on your web-space. IUCN cannot be responsible for correcting this information.

Deadlines

Dates	Tasks
March, 2012	Forum event web-spaces will be ready for organizers to work further on their sessions.
April, 2012	A first draft of room/time allocation will be provided to you. Please note that this information is likely to change. Do not use it for any official or planning purpose.
1st May, 2012	Organizers to update final basic information related to their session for inclusion in the Congress programme and website.
August, 2012	Confirmation of room allocation.
15th August, 2012	Support documents posted on the web-spaces.

Contact

For any further information, please email congressforum@iucn.org.

Practical information for Posters
at the World Conservation Congress

The IUCN World Conservation Congress

The IUCN World Conservation Congress is the world's largest and most important conservation event. Held every four years, the Congress aims to improve how we manage our natural environment for human, social and economic development.

The 2012 World Conservation Congress will be held from 6 to 15 September 2012 in Jeju, Republic of Korea. Leaders from government, the public sector, non-governmental organizations, business, UN agencies and social organizations will discuss, debate and agree on solutions for the world's most pressing environment and development issues.

The Congress has two components:

- a [Forum](#) where IUCN members and partners discuss cutting edge ideas, thinking and practice, and
- a [Members' Assembly](#) which is a unique global environmental parliament of governments and NGOs.

Both Forum and Assembly will take place on the same days. The first five days of the Congress will start with a 2-hour Members Assembly session and then the rest of the day will be dedicated to Forum activities. The last 3 days of Congress will be exclusively dedicated to Member's Assembly.

The World Conservation Forum

The Forum is a grand public gathering hosted by the world's conservation community, bringing together people from all over the world to discuss, share and learn.

Addressing the world's most pressing sustainable development challenges, the Forum offers five days of debates, workshops, roundtable discussions, training courses, music and exhibitions, all focused on three issues:

- biodiversity
- equitable governance of nature's use
- nature-based solutions to global challenges, in particular:
  - climate change
  - food security
  - social and economic development

More than 400 events will take place during the five days of the Forum. All of these events were reviewed and selected through a meticulous process involving 100+ people from across IUCN (Secretariat, Members, Commissions, Councillors and Science Advisors).

All events aim to **Share know-how**, **reach agreement** and/or **move to action.**

More information on the overall framework of the World Conservation Congress (as approved by IUCN's Council in November 2010) can be found at: [IUCN World Conservation Congress Theme Framework](#)

The venue: Jeju International Convention Centre (ICCJ)

Located in Seogwipo City, the ICC (International Convention Centre) in Jeju is a part of the Jungmun Resort. Spreading over an area of more than 5,000 m^2, the world-class convention centre occupies 7 stories above ground and has a capacity of more than 7,000 people.

For more information please visit http://iccjeju.cafe24.com/eng/

Poster set-up, removal and scheduling

Dedicated areas will be allocated to Posters during the Congress. You will be allocated a panel, within one of these areas, where you can set up your poster. The title of your poster, your name and institutional affiliation will appear on the panel assigned to you for you to identify it more easily. Please note that it is strictly forbidden by the venue to hang anything on the walls or other areas of the Convention Centre.

Poster dimensions should be 1.5 m x 1.8 m, portrait format. Posters that override the indicated size will have to be adjusted before hanging or will have to be removed. Posters designed in landscape format won't be accepted.

Posters will be showcased from Friday 7th September, 8h30 until Tuesday 11th September 16h30. You will be responsible for putting your poster up (before 8h30 on the 7th September) and taking it down (after the closing of the Forum). Posters not removed by 20h00 on the 11th September will be removed and destroyed.

Poster sessions will be formally scheduled during the lunch breaks in the Forum. This means that, although your poster will be displayed during the entire duration of the Forum, you will also have the opportunity, if you so wish, to "host" a discussion around your poster and answer questions during one of these lunch break sessions. There will be 2 to 3 consecutive poster presentations of half an hour each, and each poster will be properly identified on the spot and advertised in the Congress official programme.

Session organizers will be responsible for providing hand-outs and additional materials related to their session is they so wish. In the spirit of our objective to hold a "green congress" session organizers are requested to keep paper to a minimum. We also encourage you to use the web-spaces to share all relevant information with attendees before the Congress starts.

Please note that **copyrights apply to the use of IUCN's name and logo, as well as to the World Conservation Congress logo**. Please consult with the Congress Team before using any of these logos on your printed material.

No shipping or storage facilities will be available, so organizers will have to make their own arrangements.

Neither IUCN nor its staff can be held liable for damage to, or loss of your poster. Any poster not removed by its owner before the deadline will be removed and destroyed.

Congress Registration

Please note that all persons involved in presenting and/or participating in the Forum (including Posters) must register for the Congress. The on-line registration system opened in February 2012. Fees and policies governing registration can be found at: www.iucn.org/congress_registration

Access to the venue will require a Congress badge.

Privacy Policy

All session organizers are to adhere to standards and criteria for the collection and maintenance of personal data as set forth in the following Privacy Policy for the use of the Forum web-spaces for the IUCN World Conservation Congress, Jeju 2012.

Safety, Security and Hygiene

The running of all Forum events, including but not limited to Posters, is contingent upon venue compliance with safety, security and hygiene regulations.

Organizers must make provisions for the safeguarding of their goods, materials, equipment and display at all times. The security service provided by IUCN will not be responsible for personal injury, loss and/or damage to any property from any cause. Insurance is the responsibility of session organizers and participants.

Disclaimer

Please read the following document carefully: Cancellations_policy_and_Disclaimer_2012.pdf