

Research Poster Conference Application Guidelines

Press release application

1. All press releases applications must be received by 16.00 on the 20 March 2015.
2. In order for your application to be processed, you must submit your correct name, student ID number (6 or seven numbers, found at the bottom of your ID badge, e.g. 1234567), and email address.
3. Your press release must be no longer than 200 words and include a provisional title of no more than 15 words for your poster.
4. The press release should explain the story of your research; it needs to pique the interest of the reader and describe the impact of your research, as well as the content of your research project. A press release should try to answer 6 key questions (note, not all may be applicable for your research, but most will be):

Who? Who's involved in this research? Both internal and external groups and organisations

What? What is new? What about it is different?

Why? Why does this research matter?

Where? Is there a geographical angle? Does the research apply to a distinct area or location?

When? Is the timing important? Does it tie into significant events (for example, a big anniversary like the First World War) or themes?

How? How did the research come about? Is the methodology notable?

Bear in mind that a short newspaper story can be of no more than 50 words, so if you can't capture the essence of your research project in 50 words then you haven't distilled it down enough! Sentences of longer than 25 words are not considered 'punchy' enough for the news media.

Remember your target audience. You are communicating to non-specialists. They may be other PGRs in different Schools or Colleges, they may be undergraduates or members of our

wider community. What would they be interested in? This also means that you must be careful to explain any technical language used and avoid jargon.

5. You may change the provisional title of your poster before the 2 May deadline for poster submission.

6. You can include any results or conclusions from your research if these are currently available, but it is not required.

7. Training is available from the University Graduate School for many aspect of the Research Poster Conference:

[Poster presentations: planning the content](#) – 25 March, 14 April

[Presentation Skills: an introduction](#) – 18 May, 3 June

[Public engagement for postgraduate researchers](#) – 20 May, 3 June

For a full list of the training available for postgraduate researchers, see the [University Graduate School website](#).

9. The University Graduate School's decisions on the acceptance or rejection of abstracts are final.

Poster submission

1. Posters must be submitted by 16.00 on the 4 May 2015 to graduateschool@contacts.bham.ac.uk
2. Your poster must be original work for this Research Poster Conference. Posters submitted to previous Research Poster Conferences will not be accepted.
3. Poster must be readable from a distance of 1m. Depending on your choice of font, a font size of under Arial size 24 is not recommended.
4. Posters must be submitted as PPT (Microsoft PowerPoint) or PDF (Adobe Portable Document Format) files. Any other file format will not be accepted.
5. Posters will be printed at A1 (594mm x 841mm) size. Please ensure all images used are suitable resolution.
6. Your poster must display your name and poster title. Refusal or inability to change text at the request of the University Graduate School before the 4 May deadline may result in the rejection of the poster from the conference.
7. People from across the University and beyond attend the Research Poster Conference, if your research is supported by colleagues, departments, a Research Council, business or other external funder or partner you should acknowledge them.
8. The poster is intended for a non-specialist audience, you should avoid jargon and technical language where possible. Any technical terms should be explained. In extreme cases, refusal or inability to change text at the request of the University Graduate School before the 4 May deadline may result in the rejection of the poster from the conference. For help with engaging a public audience, you may wish to attend the University Graduate School's [public engagement for postgraduate researchers workshop](#).
9. Your poster should contain a description of the background to your research, along with your objective and research methods. You should also include any results or conclusions if these are currently available. Further advice on putting your poster together can be found on the [University Graduate School website](#) or from the [poster presentation workshop](#).

10. Your poster should contain an appropriate balance of text and images/graphics. Text should refer to any images/graphics used. Any images/graphics used should be relevant to the text and clearly explained.

11. For the determination of prize winners, the judges will also mark your poster and presentation overall out of 100 to be used as a tie breaker in case of identical marks in the other categories outlined in the [judging sheet document](#).

12. Your poster will be marked on the criteria outlined in the [judging sheet document](#). Judges will be looking for the logical presentation of your research project, the aim or purpose of your research and the visual flair with which the information is presented. High scoring posters will do all of these things.

13. In order to receive feedback you will need to present your poster to the judges on the day of the Research Poster Conference (16 June 2015). Any posters that are not presented will not be scored.

14. Separate guidance on how to present your poster can be found on the [University Graduate School website](#). Attending [Presentation Skills training](#) may be beneficial to your performance

15. Details of award categories and prize funds will be sent to you before the day of the Research Poster Conference (16 June 2015).

16. You may request via the University Graduate School a proof print of your poster before the 2 May 2015. Requests after this date will not be accepted.

17. Judges decisions on poster scores are final.

18. The University Graduate School decisions on the acceptance or rejection of posters for the conference is final.