### **Posters, Patient Leaders & Possibilities**

#### What is a poster?

Conferences often have posters which give people an opportunity to share their work. They aren't necessarily academic – they are just a way of sharing a piece of work or a project. They are like an engaging snapshot of your work – to raise awareness or promote your work.

"Posters aren't for me"

Posters are for 'proper' research

I need software

It's expensive

l'm not a professional where do I start?

What's the point?

#### "Posters <u>ARE</u> for Patient Leaders"

A project you have been involved with, a specific event or experience that you have had could all form the basis of a poster. It doesn't have to be what you might think of as academic research – as long as you have explored an issue thoughtfully or a question and can share what you did and what happened or what you found out and learnt!

PowerPoint or Word are all you need! They need not take hours to create either.

The only cost with doing a poster is the printing. Some organizers might offer bursaries. Printing costs are typically from £15 upwards.

A good question or title is key to getting peoples attention.

Keep it concise and well-laid out.

It doesn't have to be corporate – let your personality show, since that is an important part of being a patient leader.

Use images or graphics if you can - but check copyright! Needs to be clear from a few meters away. It can be a visual story.

Focus on the key points – what did you learn or find out or achieve?

Conference organisers are getting better at realising the potential of having patient leaders and the insight that they bring as part of the conversation at events. Whilst some organisers might be behind the curve in this one, delegates are often more open minded! Sharing our success stories as Patient Leaders can help change culture.

### So, give it a go!

Created by Anya de longh and Julie Wintrup with the help of many Patient Leaders, September 2014  $\ensuremath{\mathbb{C}}$ 

### **Posters, Patient Leaders & Possibilities**

## Examples and further resources

### Pain Toolkit



#### #HelloMyNameIs



#### Medical Student



# Further guidance on creating a poster

Poster Design Tips

Making an impact with your poster

If you do a poster, do share it with other Patient Leaders, using #PatientLeaderPosters on Twitter!

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