



POSTER GUIDELINES & TIPS

# ARMA ANNUAL CONFERENCE 2019



## 1. Be clear

To ensure you have an eye-catching poster, it's important to make sure you do not overload your poster with text. Make sure the content you do include is clear and impactful, to get your point across in fewer words.

## 2. Make your layout flow

The flow of your poster should be coherent and natural for your readers. Posters should follow a 'story' rather than overwhelming people.

## 3. Make your poster visual

Not only do visuals make your poster more engaging, but they also attract passerbys who may have not noticed your poster on the programme.

## 4. Follow the guidelines

It's important to always follow the specification that is outlined by the conference organisers, to ensure your poster is not disqualified. We've outlined them below for you but if you have any questions, contact [arma@conferencepartners.com](mailto:arma@conferencepartners.com) who can help with any queries.



## SPECIFICATION

- A0 size in portrait orientation (0.84 x 1.19m)
- Printed on paper - fabric will not adhere to the boards
- Mounting equipment will be supplied