BSAS 2026 POSTER GUIDELINES

Shaping the future of
ANIMAL SCIENCE

BSAS
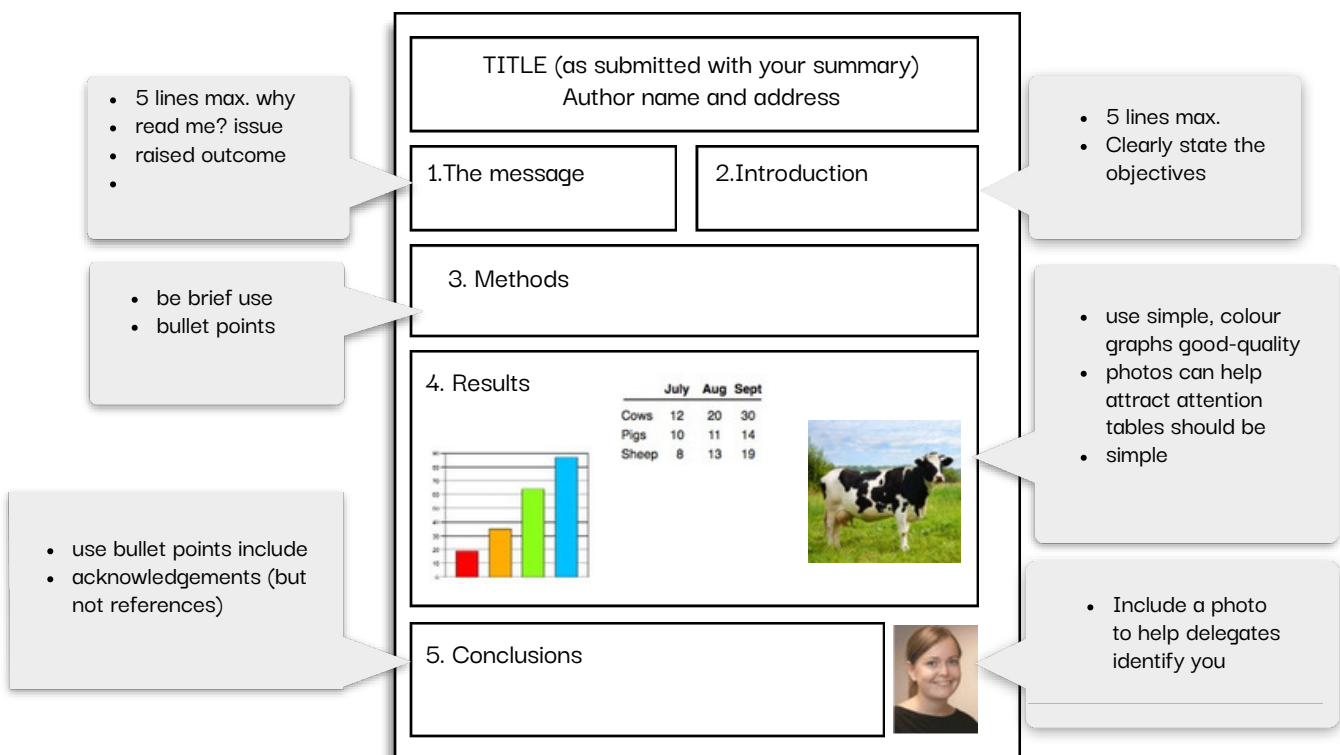# Guidelines for Scientific Posters

The hook

- To get people to read your poster you must have a clear, prominent message which grabs their attention.

- Your message should focus on the most important aspect, outcome or issue in your poster.

Keep it simple

- Posters with too much information, colour or design can be distracting from your main message. Clarity is key!

- A simple colour graph, table or photograph can help a reader understand the point you are trying to make. Too many will confuse.

Construction

- Posters should be A1 portrait size (594mm x 841mm), made from thick, plastic-coated paper or card. They can be made from one large or several smaller pieces if it makes it easier for transportation.

- Divide the poster into sections, e.g. introduction, methods, results and conclusions.

- Make it clear in which order they should be read.

- Include a photograph of yourself in the bottom right corner so that delegates can find you if they wish to discuss your poster.

- Titles should be 2.5cm high and text 1cm high or conform to conference guidelines if specified.

- Use clear lettering systems and good quality photographs.

- 5 lines max. why
- read me? issue
- raised outcome
-

TITLE (as submitted with your summary)
Author name and address

1. The message

2. Introduction

- 5 lines max.
- Clearly state the objectives

3. Methods

- be brief use
- bullet points

4. Results

	July	Aug	Sept
Cows	12	20	30
Pigs	10	11	14
Sheep	8	13	19

- use simple, colour graphs good-quality
- photos can help attract attention tables should be
- simple

- use bullet points include
- acknowledgements (but not references)

5. Conclusions

- Include a photo to help delegates identify you

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Guidelines for Scientific Posters

Golden Rules

- Posters are a visual way of letting people know about your work in its simplest terms.

- If people see and remember one image relating to one main point, you have succeeded.

- The aim of a poster is not to explain every aspect of an experiment, but to show the aspect that is best-presented through a poster.

- What you did and found should be said in large print so it can be easily read.

Remember:

- Most people passing your poster are not interested in detail. If any readers are interested in more information, give them a handout instead.

If you have any questions please contact:
Email: bsasconference@abbeyuk.com

In Summary:

We want you to succeed in ensuring your message is understood by as many people as possible. Follow our advice, and your presentation should be a success.

- Posters must be clear and easy to read. If it isn't clear, few people will make an effort to read it

- The key message you want to share should be the first thing that is read

- A poster should not merely duplicate a summary - use less information, not more

- Make sure you stick to a font size of 1cm in the body of the poster. If you think you need smaller text, you have too much information

- Colour and design should be used to enhance your story, not to show off

- Use a photo, graph or table if it helps explain your story, but use them sparely

- Logos should be discreet (1cm x 1cm each)

- Include a photo of yourself so people can identify you if they want to discuss your poster

- Proof-read your poster and ask other people to read it to check it makes sense and for any mistakes

- Ask yourself which posters you have time or interest to read, then compare those with your own

Posters will be displayed for viewing at conference.