

Research poster instructions

Research posters are a valuable way to share midwifery research with an audience in person and virtually. They allow midwives to communicate key messages visually and succinctly. A well-designed poster presents the essential components of a study in a clear and engaging format, often conveying more information than an abstract alone.

Posters should be printed and ready for display at the beginning of the forum. Poster authors are fully responsible for the content of their posters.

Poster size: A0 (approx. 84 cm × 119 cm) single page

Orientation: Portrait or landscape

Content and structure

Posters should include:

- Title
- First and last names of all authors, their iwi (optional) and organisational affiliation/s (workplace, educational institution, or research group)
- Clearly identified sections, usually following standard research structure, for example:
 - Background or introduction
 - Aim
 - Method
 - Results or findings
 - Conclusion and implications for midwifery practice, education, research, or policy

Posters may also include:

- A brief acknowledgment of funding or support
- Ethics approval

Making your message clear

Posters that are visually clear and focused are more effective than posters with large amounts of text. Posters should communicate the essence of the work in 200–400 words of main text.

Consider:

- Clearly highlighting your aim and conclusion
- Focusing on the key message you want midwives to take away
- Replacing paragraphs with diagrams or visual summaries
- Using dot points to condense information
- Including a QR code or web link to a full paper, report or thesis for those who want more detail

Design and visual presentation

- Assume posters will be read standing up. Use legible font sizes, readable from 1–2 metres
- Avoid dense blocks of text
- Use colour consistently to guide the reader through the poster
- Organise content in columns that flow from top left to bottom right
- Ensure strong contrast between text and background for accessibility
- Use graphs, tables, photographs and diagrams to communicate results or concepts more effectively than text alone
- Images should be high resolution
- As a guide, including three or more figures or images is encouraged where appropriate

Examples of midwifery research posters

The Virtual International Day of the Midwife (VIDM) 2022 research posters are available to view on the [VIDM website](#). These posters demonstrate a wide range of poster presentation styles.