

## Things to consider when making a Quality Improvement (QI) poster

- **What are the submission instructions from the conference?**
  - Orientation; horizontal or vertical?
  - Size; what is the maximum size for the conference?
  - Branding; which logos should you use?
- **What are your key messages?**
  - Why did you want to share your work and what do you want people to remember about your work? Consider this before constructing the content.
- **What goes into your poster?**
  - QI posters generally contain the following elements
    - Project title (make this catchy and interesting) and the people involved
    - Background / initial problem / quality issue - use QI tools such as a [process map](#) or [fishbone diagram](#) to highlight the issue
    - [SMART Aim\(s\)](#) 'what', 'for who', by 'how much' and by 'when'
    - Method/strategy for change and the measures you collected
    - Results/ effects of change - show us your PDSA data, annotate a [run chart](#) with the changes that you made to tell the judges your story.
    - Conclusions/ learning and what's next?
    - Highlight the QI activities and tools that you used in the project, the judges will want to see these elements
    - Contact details and social media links for readers to find out more about the project
  - Tell the reader a story and link each element together. When you start writing, begin with the conclusion and work backwards, keeping a focus on the three key messages that you want your reader to remember.
  - Use Plain English and avoid lots of acronyms. Expand every acronym included upon first use.
  - Imagery
    - Can your data be presented in an infographic? Learn how you can make infographics with [our short video](#).
    - Do you have permission to use an image?
- **What to make your poster on?**
  - We like to use a PowerPoint slide which you can save as a PDF and have it printed or present it virtually.
  - Download our [dimension template for making a QI poster here](#).
  - Take inspiration on [poster design from examples](#).
- **What is the format of the poster?**
  - Think about using spirals, triangles and bubble shapes
  - Blank space is your friend, don't over fill your poster
  - Use two-three colours and think about how these sit alongside your project's/organisation's brand.
- **What's next?**
  - Feedback
    - Ask your colleagues and mentor to review the poster and give you feedback. Is it readable? Does it make sense?
  - Printing
    - Check with your local university printing services (you don't have to be a student to access these services) and your organisation's printing costs
    - Printing on fabric can be a good option if you need to travel with the poster

- Presenting your poster
  - Focus on the key messages in your poster
  - Focus on the key sections: aim, changes made and results
  - Demonstrate how you used Quality Improvement methodology in your project
  - Tell the judges what's next and the impact of your work
  - Think about the questions that you could be asked by the judges and prepare how you'd answer.