

**Public Services Delivery
Scotland**

National Workforce and Education Conference

Collaborate. Innovate. Transform.

Delivering change towards improving health,
social care and other public services in Scotland

Thursday 23 – Friday 24 April 2026



This guide will help you to produce eye-catching and high-quality posters which will effectively and clearly convey and promote your work

What is the purpose of a poster?

A poster is a visual presentation of a written abstract and should be designed to:

Convey your key messages

Once the poster has caught the attention of the viewer it should convey efficiently and quickly the information that you want people to know about your work.

Poster Display Times

The poster exhibition will be open for viewing throughout the virtual event.

Planning your poster content

Start by having a think about and writing down all the content that you would like your poster to contain, keeping in mind your target audience. Do not simply reproduce your written paper abstract in poster format.

Your poster should consist of the following sections in this order:

Title and subtitle

This section should highlight the poster title and subtitle if required. Please try to keep titles under 20 words - if more words are needed, use a subtitle in a smaller font.

Poster author(s)

The names of the people involved in the work and their institutional affiliation(s) starting with the lead author.

Aim

Highlight why the project was undertaken and the aim of the work. Include a brief overview of the project, stating what you set out to do, what you did, the main results and key findings.

Methods

This section should give a more detailed account of the methods used to achieve the aims. Outcomes/results This section should show illustrative examples of the main results of the work.

References

Remember to acknowledge any other individuals, funders or specific programmes associated with your work. Please also include contact details for more information on the project.

Conclusions

This section should list the main findings of your

Useful tips for poster design

Content tips

- Avoid making your storyboard too 'text heavy'. Focus on the highlights of your display. If results can be communicated with numbers, graphs or other visuals, do so.
- Your poster content should consist of a mixture of text and pictorial information so keep your text brief and your word count as low as possible.
- Develop your key points and create manageable chunks of text – people generally do not want to stop and read lengthy, densely packed blocks of text.
- Keep sentences to one or two points and keep paragraphs as short as possible.
- Write in a style that is clear, concise, and easily scanned by the reader.
- Structure your text by using headings and sections.
- Have some attention grabbers on your poster such as an eye-catching and interesting statement, striking photographs/graphics or a distinctive colour scheme.
- Please ensure you have obtained the relevant copyright permissions when using any images/ text in your poster. All images/text must be appropriately acknowledged and referenced. (Please note if you do not have the relevant permissions, we are unable to display your poster).

Design tips

- Poster title should be no more than 20 words. If more words are needed, use a subtitle in a smaller font.
- Use all the space at your disposal, but do not cram the content on your poster.
- White space is an important part of the layout, and good use of it can make a poster clear and eye-catching.
- Use colour sparingly – limited use of a few colours is more striking than a 'rainbow' approach.
- The flow of information should be clear from the layout
- Clearly label diagrams/drawings and provide references to them in the text where necessary.

Visual tips

- Visual elements such as photographic images, graphs, charts, diagrams, logos, or drawings help to attract and inform viewers much more effectively than text alone.
- Enlarge visuals so that they're easily viewed.
- Make sure that any labels you use with the visuals are large enough as well.
- Number and title each visual that you use and be sure to reference them in the text.
- Eliminate any non-essential information and try to emphasise the most critical information you wish to communicate.

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