

Game Changers Innovation Programme
– Poster Guidelines

POSTER ARTWORK SPECIFICATIONS

Artwork Size:	A3
Final Print Size:	A1
Orientation:	Landscape or Portrait format are both acceptable
File Format:	High Quality Print PDF High resolution JPEG (300dpi or above)

WHAT IS THE PURPOSE OF THE POSTER?

Your poster is an essential visual communication tool that allows you to present your project in a clear, concise and engaging graphic format to Sellafield as well as external funders or potential collaborators.

Your poster presentation is a vital element in your application to the Game Changers Innovation Programme and it should clearly convey information to help initiate discussions and stimulate conversations.

Attracting interest could be a springboard for further investment.

We strongly recommend taking time to plan your poster, thinking impartially about the specifics of your project and the content you would like to include.

WHERE WILL THE POSTER BE USED?

The poster will be displayed at internal events attended by Sellafield and NNL personnel, and Game Changers delivery partners, as well as being circulated electronically to relevant Sellafield and NNL staff.

Should there be a requirement to distribute the poster to a wider / external audience, we shall request your permission in advance.

ALL ABOUT AUDIENCES.

Posters need to communicate information clearly and quickly, with text and visual elements serving to delineate different sections and direct attention to key project features or functionality.

The opportunity to attract attention is limited, so poster presentations need to be both visually appealing as well as making the information easy to take on board and digest.

A clean and easy-to-read poster also makes use of helpful visual cues such as photography, charts, diagrams etc. The poster should be able to stand on its own as a clear and logical presentation of your project, without any explanation from you.

REMEMBER AIDA?

A long-standing model used in marketing and advertising to describe the stages from awareness through to engagement, AIDA stands for **Attention**, **Interest**, **Desire** and **Action**.

The AIDA model outlines the messages / information needed to move a customer through the steps from initial awareness through to action.

When preparing the information for your presentation, consider this: if you were looking at the poster for the very first time, would it:

- Attract your **Attention**?
- Generate **Interest** from you?
- Make you think that there was potential (**Desire**)?
- Stimulate you to engage (**Action**)?

WHAT ELEMENTS MAKE A GOOD POSTER?

We have provided a number of outline templates to help you structure your poster presentations, and the following information should be seen as baseline requirements:

- **INTRODUCTION**
Who are you? What is the nature of your business? What are your areas of expertise or specialisms? Include your company logo, contact telephone, email and website.
- **BACKGROUND**
What is the problem you are trying to solve? Demonstrate you appreciate the constraints and complexities.
- **THE SOLUTION**
How can your project meet the challenge?
- **STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS**
Be honest with the audience – proof of concept and prototype development stages are there to perfect any technology.
- **THE POTENTIAL MARKET**
Apart from the potential for Sellafield, might your technology have wider applications through the UK nuclear estate or in other industry sectors?
- **NEXT STEPS**
If the project is to advance, what would your next steps be in terms of development, testing, user acceptance etc.?
- **LEGIBILITY**
Typically, the poster should be legible from approx. 2 metres away

IMAGES: ILLUSTRATIONS, PHOTOGRAPHY, GRAPHICS

It's true, pictures can paint a thousand words! If you have any good images that clearly show or visualise the technology, then use them. If you don't have any, seriously look at taking / creating some.

It does not necessarily mean commissioning a professional photographer as images captured on a smartphone may be good enough but look at them with an impartial and critical eye.

If the data you want to convey is best displayed in a chart, then use these. If CAD illustrations are a better approach than a photograph, then include them instead.

The images you provide will also help the Game Changers team to support your projects when communicating to Sellafield as well as other marketing opportunities, so please give this area of your poster presentation plenty of consideration.

Ideally, images should be of 300pi resolution to allow for quality print reproduction and enlargement.

TEXT LAYOUT – GOOD PRACTICE.

- If you can, keep to just a single typeface or two at the most.
- Use Roman and *Italic* formatting for body copy, with **Bold** text to highlight key info.
- Organise your content into logical columns, sections, headings and blocks of text.
- Use clean, sans serif, easy-to-read fonts such as Helvetica, Arial, Calibri, Trebuchet.
- Justify your text consistently – justified left preferably.
- Keep to plain English and avoid any industry-specific or technical jargon.

SUGGESTED TYPE SIZES FOR A1 POSTER.

- Body Copy: 18pt – 24pt
- Headings: 30pt – 48pt
- Poster Title: 72pt

WHAT TO WRITE.

No one knows your technology as well as you do, so please don't pass this task down the chain in your organisation. Seek a second opinion but make sure that you have authored the text as you will be the person being questioned about its content.

Consider the text to be your 'elevator pitch' for your project, so you need to get across your messages and information in a concise manner that will resonate with the audience.

The passage of non-sensitive text in your application will be used by the Game Changers Programme in further marketing and communications so, again, please ensure that you are 100% happy with whatever you submit.

Please note: although we can offer suggestions, the Game Changers team are not permitted to edit, alter or re-write text content supplied as part of an application or poster presentation.

GRAPHIC ELEMENTS.

- Plenty of white space behind text helps with legibility.
- Place headings into a colour bar or highlight colour.
- Minimal use of borders, colour backgrounds, gradients and superfluous graphics – these will just detract from the key information.

AND FINALLY, LOOK AT YOUR POSTER AGAIN...

- Is this a well-written and presented poster?
- Will it promote discussion and debate?
- Does this have genuine potential for commercial success?
- Does this innovation have real potential for being a Game Changer for Sellafield?
- And please, do a spell check!

TEMPLATES

A number of basic templates have been created to help aid design and creation of poster presentations.

These are intended as only as a guide, so please do not feel obliged to use them or constrained by their layout / format.