

Guidelines for poster presenters

Your resource for creating a compelling presentation

 **IUPAC** 23
chains  The Hague | The Netherlands
20-25 August 2023

@ WORLD FORUM DEN HAAG



What to expect

Our ambition

To demonstrate the connection between the Chemical Worlds. These guidelines outline what you can do to help us to achieve our goal with your presentations.

Purpose of these guidelines

Create a stand-out event and develop presentations that entertain, connect, inspire, inform, provoke and promote collaboration.

Conference Agenda

Program details

Please use the following links for the:

- [Program at a glance](#);
- [Detailed program](#).



20-25 August 2023 World Forum The Hague, The Netherlands

Program at-a-glance



SUNDAY 20 AUGUST 2023		
Room:	16:00 - 18:00 Registration	
King Willem Alexander	17:30 - 20:00 WELCOME AND OPENING with Plenary Speaker Molly Stevens	20:00 - 22:00 Welcome Reception
	PRIZES: IUPAC 2023 Distinguished Women in Chemistry or Chemical Engineering IUPAC-SOLVAY International Award for Young Chemists 2020 - 2023 Chemistry Europe Award 2023	

CONNECTING CHEMICAL WORLDS





Tips & tricks to an inspiring poster presentation

Some guiding principles



Consider your audience

- Think about your audience: who are they?
- What do you want them to experience when they hear you speak?
- What do you want them to talk about after your session?

Tell stories

- We all love stories! Take your audience on a storytelling journey.
- Research has shown that a story makes us more likely to embrace new ideas and messages.
- It will also make your message more memorable. Stories are remembered up to 22 times more than facts alone!

Rule of threes

- Best orators make their points in threes: it creates rhythm and simplicity.



Enjoyment is enthralling

- Audiences love watching people enjoying what they do
- Be creative with your poster- raise a smile or set the tone
- And, (pause, breathe) learn to vary your pace





Tips & tricks to an inspiring poster presentation

Some common pitfalls



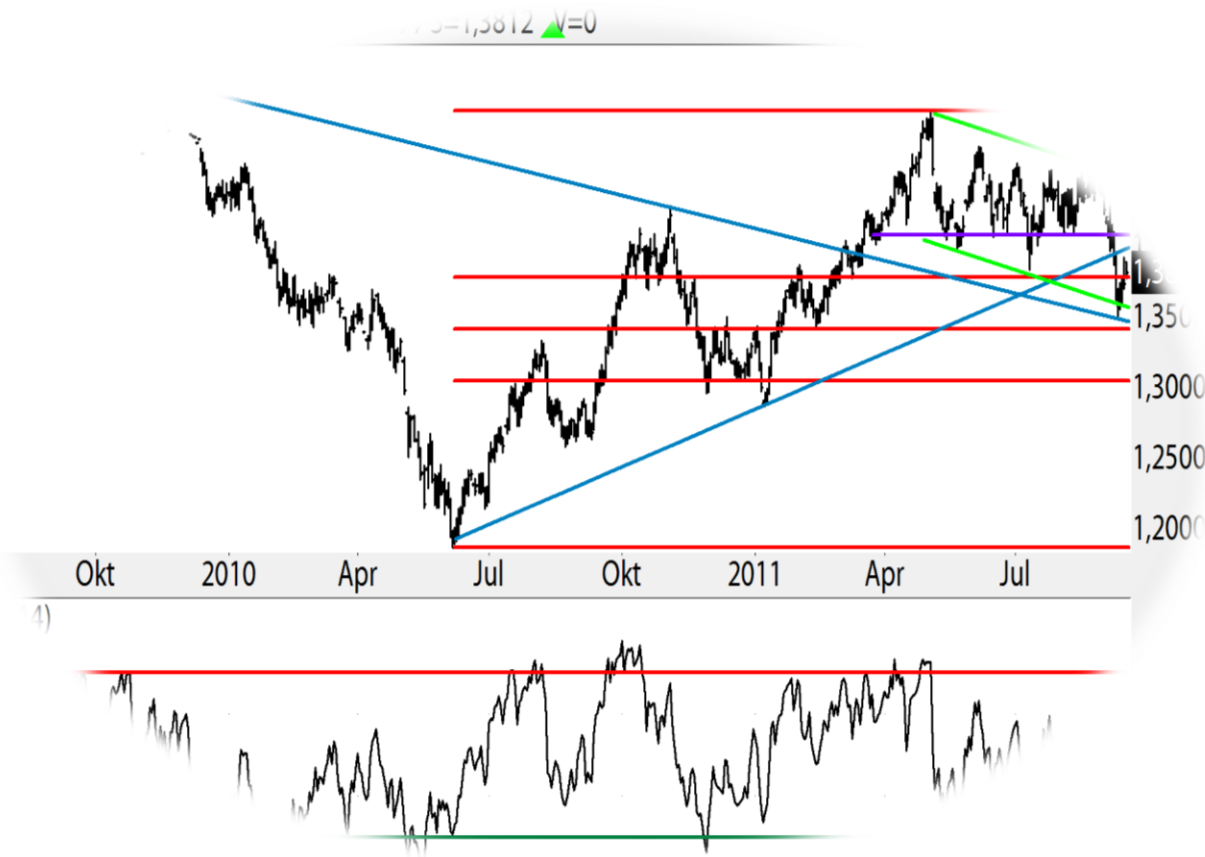
Verbal transcripts

- Avoid reading your poster;
- The poster should be as concise as possible. The viewer should be able to understand the essence of the message at a glance. The poster must attract attention. You can ensure this, for example, by using a catchy slogan, image or certain type of color on the poster;
- The poster should be able to do the work itself: although you will be able to explain your poster verbally, your poster will also be available for viewing when you are not there to explain.

Keeping us blindfolded

- The human brain processes images faster than text. Images capture our attention and help us remember information.
- Use images to set the scene: whether it's the location, people or innovation you're talking about.
- Be thoughtful and use images that support your key points and be immediately recognisable.





Drowning details

- Think about the level of detail needed to present your data and explain what the data means to your story.
- Give your audience a handout if they need to remember detailed facts and figures, contact information, additional resources and more.

Poster Set Up

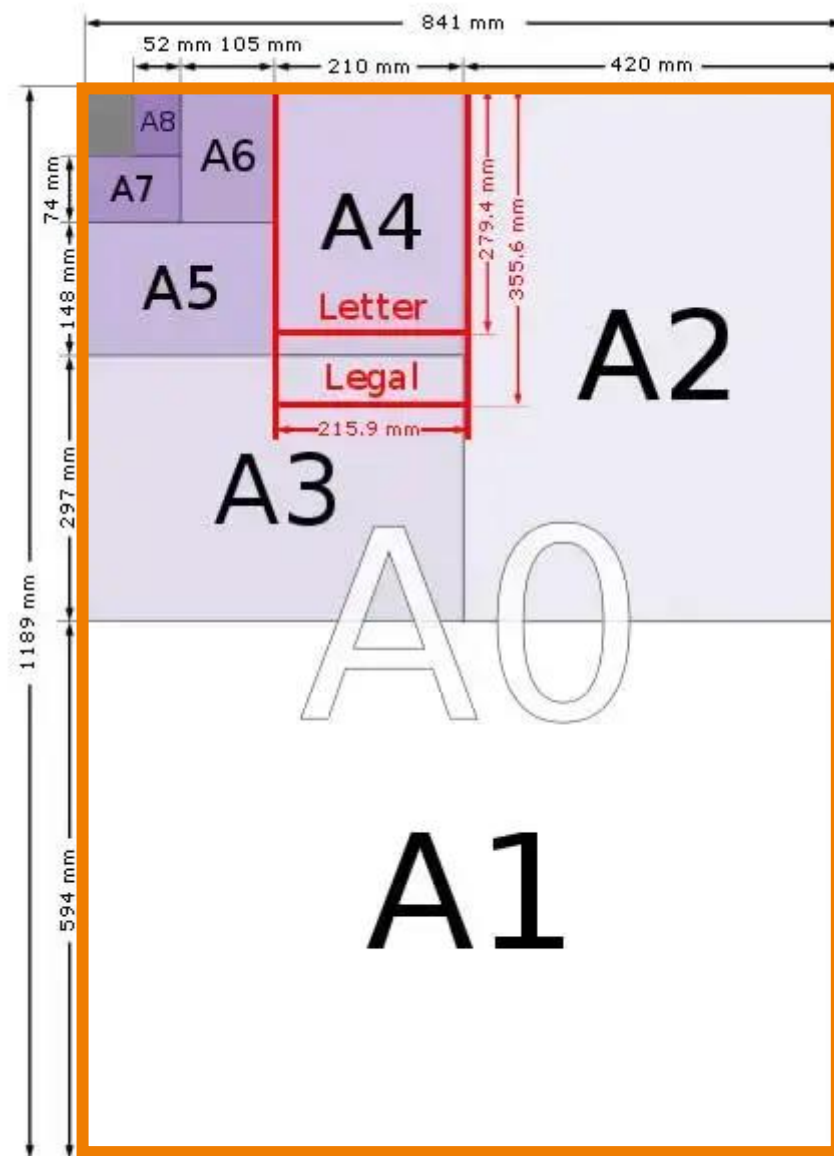
- Please print your poster in A0 size, portrait orientation and take it with you to the venue.
- The title of your presentation must be the same as the title of your accepted abstract and
- Include the names and affiliations of all contributing authors in the poster.
- If you would like to include the IUPAC|CHAINS 2023 logo in your poster, please download it [via this link](#).
- The poster board that is reserved for your poster, will contain the same reference as your poster presentation. This poster reference is included in the email;
- It is not allowed to use sticky tape to mount your posters. Mounting materials will be made available for you by the local organisers.
- Please see below when you should mount your poster and when it should be removed:

	Mount your poster		Remove your poster	
Session 1	Mon, 21 Aug 2023	before 11:00 CEST	Tue, 22 Aug 2023	after 18:00 CEST, before Wed, 23 Aug 2023, 09:00 CEST
Session 2	Wed, 23 Aug 2023	after 09:00 CEST before 11:00 CEST	Fri, 25 Aug 2023	before 11:00 CEST

- Posters that have not been removed by Friday, 25 August 2023 (11:00 CEST) will be removed by the symposium organisers and will be destroyed.

Poster Set Up

! Please print your poster in A0 size, portrait orientation and take it with you to the venue.



Poster Printing

POSTERS, LARGE FORMAT PRINTING, SAME DAY DELIVERY

At PRINTRS - Print & Paper (Willem de Zwijgerlaan 69, The Hague) we offer, in collaboration with IUPAC 2023, the possibility to take care of your Printing and deliver it on the same day for fixed Operator Prices from €23,50 per A0 Poster.

Send your request and PDF files to iupac2023@printrs.nl.

Your order can be picked up the same day.

www.printrs.nl

The day of your presentation

Location Poster Area (note: in the basement!)

 -1 OCEANS



Schedule Poster Sessions

Two poster sessions:

- Poster session 1
Monday 21 August – Tuesday 22 August;
- Poster session 2
Wednesday 23 Aug – Thursday 24 August

Please note

- Arrive to the Venue at least **1 hour before** the deadline to mount your poster (see page 14).
- Upon arrival at the venue, please collect your name badge at the registration desk.
- Mount your poster as mentioned in the schedule and familiarize yourself with the poster area.
- In (oral or poster sessions): turn mobile phones and other devices on silent mode.
- There will be a Best Poster Prize, all delegates can vote so make sure you have the best poster of IUPAC|CHAINS2023 and win a nice prize!



Venue World Forum

Address:

World Forum
Churchillplein 10
2517 JW The Hague

World Forum The Hague is easily accessible with both public transport and car. Plan your route [here](#).



Badge retrieval and registration desk

Once you arrive to the venue, proceed to the Registration Desk to receive your name badge. Remember that wearing your name badge is mandatory and it must be worn visibly at all times. Your badge is also your ticket to the Social Events, so don't forget to bring it with you. The Registration Desk will be open one hour before the start of the programme each day, please arrive on time to avoid the busy times.

The registration desk is open for participants on the following days and times:

Saturday 19 August:	08:00 – 14:00	General Assembly Registration only
Sunday 20 August:	08:00 – 12:00	General Assembly Registration only
Sunday 20 August:	16:00 – 21:00	
Monday 21 August:	08:00 – 18:00	
Tuesday 21 August:	08:00 – 18:00	
Wednesday 22 August:	08:00 – 14:00	
Thursday 23 August:	08:00 – 18:00	
Friday 24 August:	08:00 – 12:30	

Symposium app

In order to engage with other participants, we encourage the use of the IUPAC|CHAINS 2023 App. Through this App you will not only be able to find information on the programme and sponsors, you will also be able to connect with participants.

The App is available on Google Play and in the App Store and the app name is: [The Event App by EventsAIR](#). Scan the QR code on the right to download the App.

NB: When you download the App, you will be directed to the generic Events Air App. Please enter the Event code to enter the customized IUPAC2023 App.

TIP: Please ensure you update your profile when you first login and select the Name Badge option that displays your full name, position and company name. This way, it will be easier for your fellow IUPAC participants to find you and connect with you!

Event Code: IUPAC2023

Further log-in details will be sent to you approx. 1 week before the conference.

App store



Google play



Looking forward seeing you in The Hague!

Questions?

Get in touch iupac@congressbydesign.com

Learn more

Explore the rest of the symposium

<https://iupac2023.org/>