

Poster #12
EDI

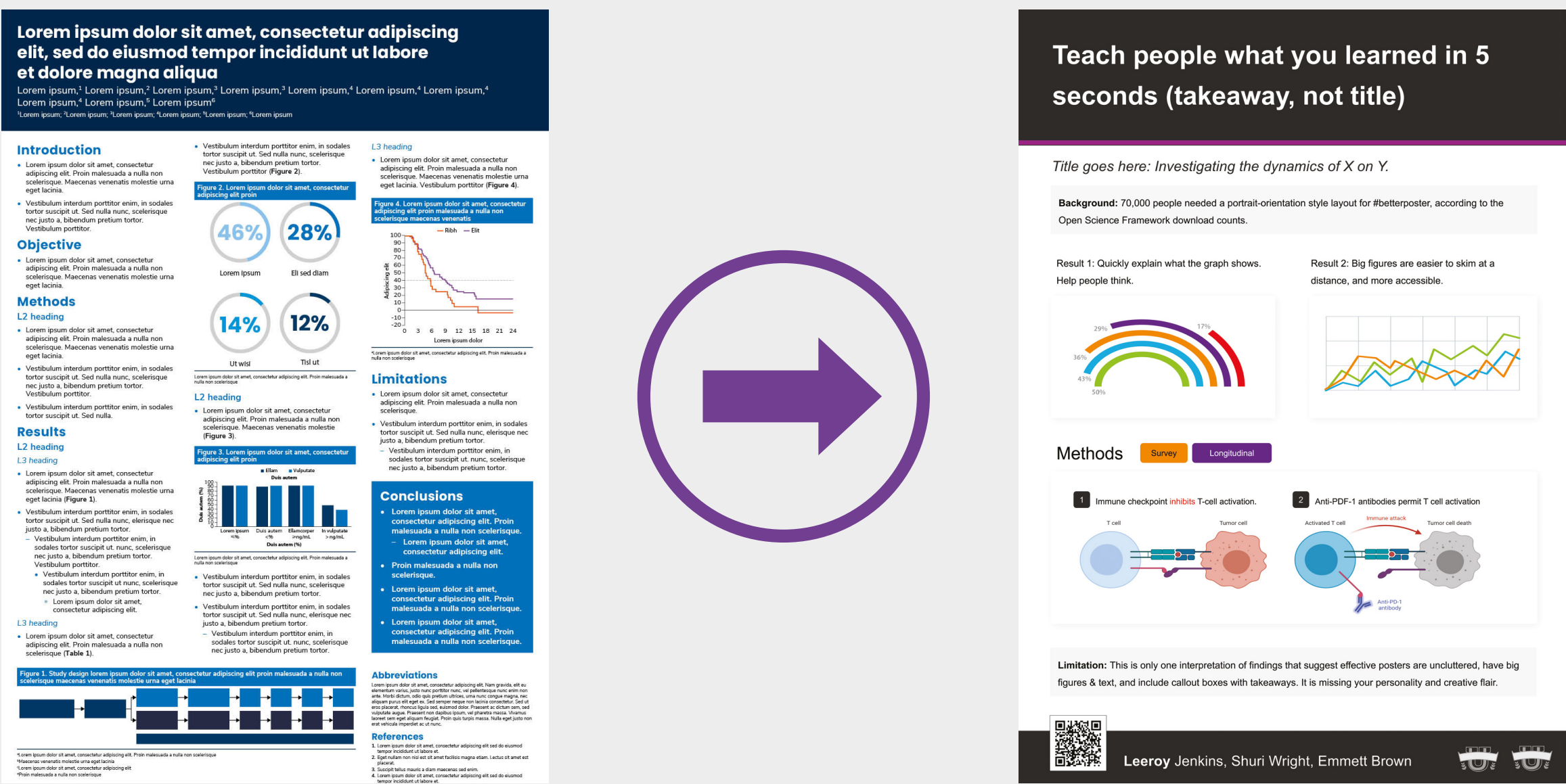
More accessible poster designs may improve engagement and communication at conferences

From complexity to clarity: real-world performance of an accessible poster template

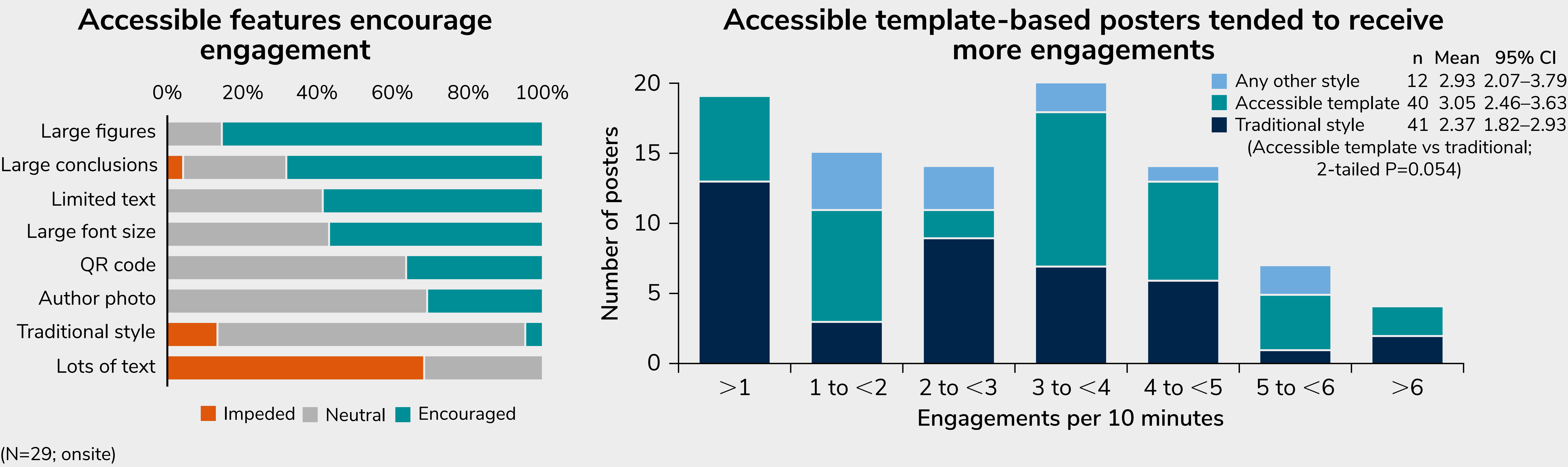
Objective

Based on our prior research¹, we designed an accessible poster template for the 2023 Cochrane Colloquium. At the meeting we aimed to assess if conformance to the accessible template impacted poster engagement

¹Wells JL, et al. ISMP 2023. https://figshare.com/articles/poster/Conference_presentation_accessibility/21892881/5



1. Accessible posters with large figures and limited text make posters engaging



2. Accessible template-based posters were most likely to be cited as memorable or informative

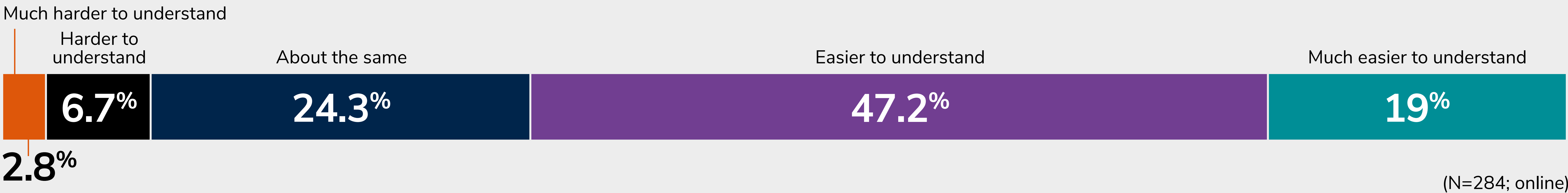
We asked, “Which poster was most memorable or informative?” and respondents cited posters using:



Respondents listed the following features from memorable or informative posters:

- ☒ Infographics
- ☒ Uncluttered layout
- ☒ Large figures
- ☒ High contrast colours
- ☒ Large font

3. Accessible template-based posters were either easier to understand or comparable to traditional style posters



Limitations include sample size, potential responder bias, familiarity with study areas, and poster positioning within the hall

Methods

Real-world observations

Poster engagements

- Posters were grouped as either based on the accessible template, a more traditional style, or any other style
- Three observers recorded engagements (viewing for ≥ 10 seconds, speaking with the presenter, taking photos and/or scanning QR codes)

Survey

Onsite and online surveys

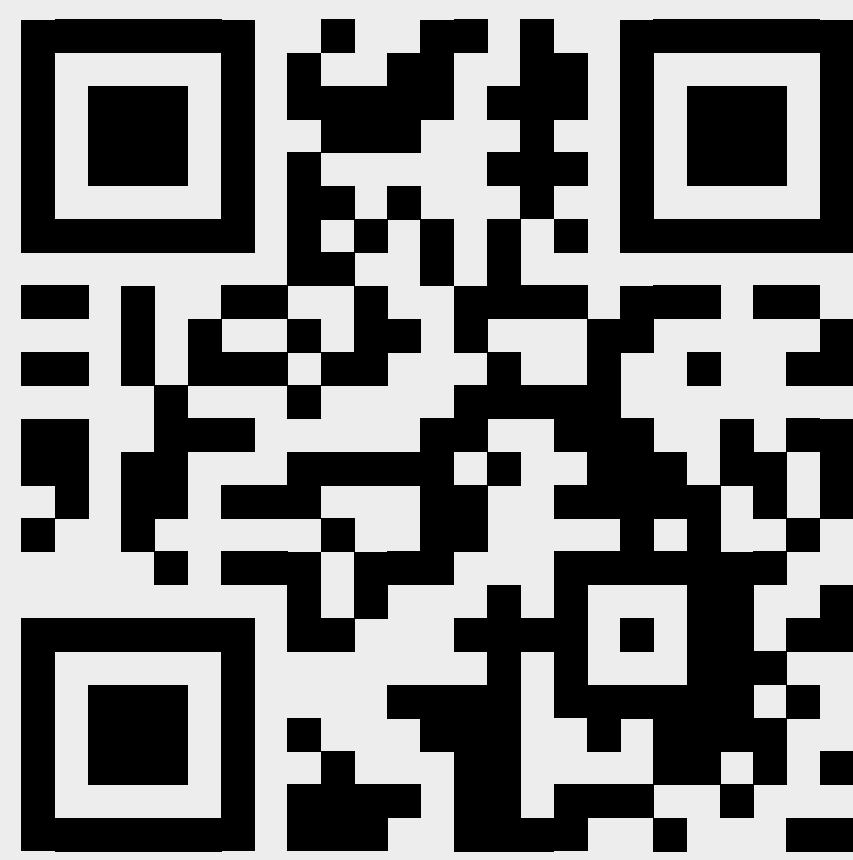
- Design features that made posters memorable and engaging
- Which posters were most memorable
- How easy it was to understand the posters that were designed with accessibility in mind

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an audio walkthrough and an
electronic version of the poster
mmc.qrd.by/brkp3c