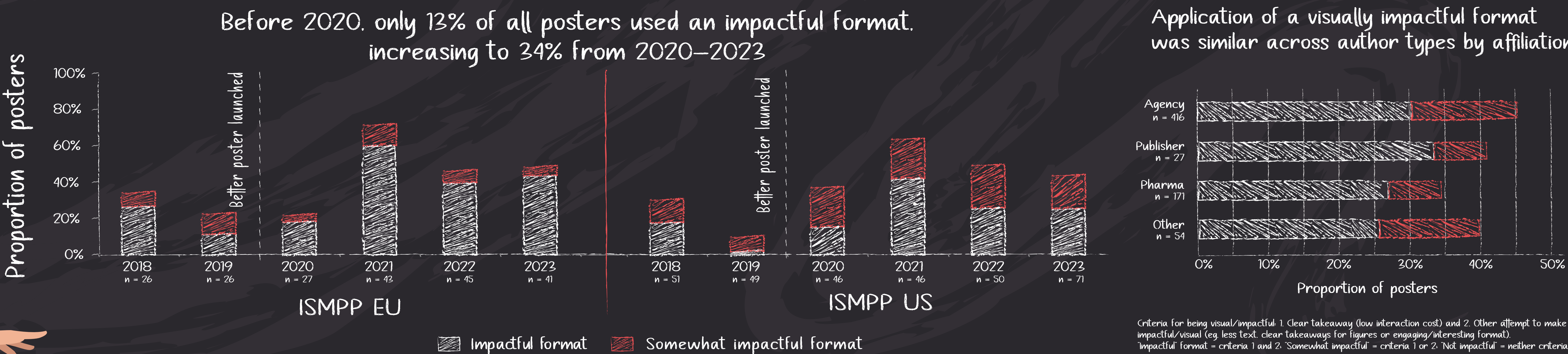


Do as I say, *not as I do?*

Many medical communications professionals could do more to create visually impactful posters

"Better poster format" recommends creating visually impactful posters with reduced text and an emphasis on key findings^{1,2}
As communications professionals, are ISMPP members taking this advice?

Less than 50% of ISMPP posters in the last 2 years used a visually impactful format



References

1. How to create a better research poster in less time (#betterposter Generation 1). Available at: www.youtube.com/watch?v=1RwJbhkCA58.
2. How to create a better research poster in less time (#betterposter Generation 2). Available at: www.youtube.com/watch?v=SYk29tnxASs.

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