

Science Capital: Poster Recommendations

Format: The event seeks to bring leading academics, entrepreneurs, investors and business experts together around a common theme and set of opportunities for growth in the region. These independent, inclusive and apolitical events are intended to reflect the diversity of innovative research from across the region, and to meet the needs of individuals and teams looking to commercialize their work and find new partners. They are held in convenient locations in central Birmingham, refreshments are served from around 5:30pm, a set of short talks lasting 10-15 minutes begin at 6pm, along with lively panel discussions. The event concludes around 9pm after further discussions and networking over food and drinks. Posters should be presented during the reception from 5:30-6pm, and may also be discussed during the intermission and networking session.

Guidelines:

1. Please set posters up between 5 and 5:30pm (i.e. before the session).
2. Design the poster to communicate to business experts and financial advisors who may be interested in both the market potential and outline of the discovery or technology.
3. Allow ample time to prepare an accessible poster. Use a crisp, clean design and a strong title. Do not tell the entire research history. Present only enough data to support your conclusions and show the originality of the work. The best posters display a succinct statement of major conclusions at the beginning, followed by supporting text in later segments and a brief summary at the end.
4. All posters should feature a prominent title, your name, the name of the institution where the research was performed, and should credit others, as appropriate.
5. All lettering should be legible from about 2 metres away. Text material should be at least 28 points.
6. Poster should be printed on a single sheet no wider than 1 metre.
7. Convert tabular material to graphic display, if possible.
8. Use colour to add emphasis and clarity.
9. Make illustrations simple and bold. Enlarge photos to show pertinent details clearly.
10. Displayed materials should be self-explanatory, freeing you for discussion.
11. Business cards, reduced poster or abstracts can be distributed to help follow up leads.
12. Demonstration products or three-dimensional displays are welcome, please inform us at michael@sciencecapital.co.uk if you have any special requirements.
13. Send title, authors and institutions to michael@sciencecapital.co.uk before the meeting.