

4 — 6 February  
Digital  
Health  
Week 2025



*Weaving  
the digital  
fabric of health*

## ePoster Design Guide

The Digital Health Week organising team is always keen to use digital technology to make the conference as sustainable as possible. All posters will be electronic ePosters, not printed on paper. Instructions on how to design and create your ePosters are detailed in the instructions below, along with information on how your poster will be displayed prior to and during Digital Health Week 2025.

### **Designing your ePoster**

ePosters are expected to be designed to meet the following formatting specifications:

- File format: JPG\* or PDF
  - The ePoster platform displays ePosters as JPG files, that do not exceed 5 MB. It is preferred that people submit JPG files smaller than 5 MB, but the Digital Health Week organising team will compress submissions as required.
- Orientation: Portrait
- Minimum size in mm: A3 – 297 mm x 420 mm
- Maximum size in mm: A0 - 841 mm x 1189mm
  - ePosters can be designed to any size as they will only be displayed online, but they must comply with the aspect series of A series documents. Information on A series documents can be found here: <https://www.papersizes.org/a-paper-sizes.htm>.

The final ePoster will consist of a single page image file. You cannot upload multiple images as your ePoster, nor can you upload video files. Please do not submit PPT files as the fonts and spacing you chose for your design may be lost when the file is converted to JPG.

## **OPTIONAL: LinkedIn for all presenters at Digital Health Week**

All Digital Health Week presenters are encouraged to create a LinkedIn poster in addition to your ePoster or oral presentation. You can find the information on how to create a simple and powerful LinkedIn poster here:

- <https://www.linkedin.com/advice/1/what-best-ways-create-scientific-research-poster-nh9ce>
- <https://www.linkedin.com/advice/1/how-do-you-create-winning-research-poster-skills-higher-education>
- <https://www.linkedin.com/pulse/crafting-presenting-impactful-research-posters-beginners-moriom-nmupc>
- <https://leanmarketing.com/post/crafting-attention-grabbing-linkedin-post>
- <https://www.linkedin.com/advice/3/how-do-you-promote-disseminate-your-research>

During the conference, your LinkedIn poster will be promoted by key conference LinkedIn accounts to increase the visibility of your research, as well as to provide you with additional opportunity to communicate with other researchers and experience of using a new format for scientific communication.

### **Tips for ePosters and LinkedIn posters:**

Tips for look and feel:

- Make your poster clear and clean, avoid unnecessary clutter and “special effects” that do not add value.
- Please remember that an effective research poster is focused on major findings, uses lots of graphics that tell a story, and has a clear sequential order.
- Keep the background simple and subtle. It is recommended that a light-coloured background for the main ePoster body is used, as this maximises visibility. If you choose to use a dark background, please ensure there is adequate contrast between the background colour and the text of the poster.
- Use a clear font in a large size. It is recommended that body text is no smaller than 18pt. Easily legible fonts include Arial, Helvetica, and Verdana.
- It is recommended that the amount of text on the ePoster is kept to a minimum in order to optimise the experience of the viewer. Try to use strong images and visuals to represent key concepts as often as possible.
- When designing your ePoster we encourage you to see how it looks on a television, as this will give you a good sense of how the text will appear on the ePoster booths.
- Resources to help you design your poster are available here:
  - Better Scientific Posters: <https://osf.io/ef53g/>
  - DHIN ePoster Workshop 2019: [https://www.youtube.com/watch?v=zKZLK\\_ws8OA&t=26s](https://www.youtube.com/watch?v=zKZLK_ws8OA&t=26s)

Tips for content:

- All ePosters should be prepared in English.
- Include contact details for delegates who want to discuss your poster further.
- Include a social media handle for the delegates who want to engage with the research team on social media.
- Pictures, graphs and tables can be included in the ePoster.

### **Submitting your ePoster and LinkedIn poster**

Please submit your ePoster as a 1-page JPG or PDF file in **portrait orientation**. Other formats will not be accepted.

**All ePosters must be submitted by COB Tuesday, January 28, 2025. Submit your poster/s via this link: [https://sydney.au1.qualtrics.com/jfe/form/SV\\_3ZUHQnwIT051BIQ](https://sydney.au1.qualtrics.com/jfe/form/SV_3ZUHQnwIT051BIQ)**

### **Displaying your ePoster online**

Posters will be displayed online via a publicly available file sharing website two weeks prior to and during Digital Health Week. A link to the ePoster website will be made available on the Digital Health Week Conference page and will also be shared via social media.

The ePoster website will allow viewers to:

- Browse a catalogue of posters
- Read the abstract submitted for the poster
- Vote for ePosters anonymously

Prizes will be awarded to ePoster presenters. There are three prizes available:

- Most popular ePoster (based on number of votes received)
- Judges Choice
- Influencer (based on the amount of engagement on LinkedIn)

### **Digital Health Week ePoster Showcase**

The Digital Health Week organising team wants to prominently display the ePosters at the event. ePosters will be showcased as part of ePoster sessions across the three days. During the showcase, ePoster presenters will be given the opportunity to participate in a virtual meeting and expected to present via Zoom a short (maximum 3 minutes), informal summary of their work, and meet with Digital Health Week attendees to discuss and answer questions about their research.