

University of Strathclyde Research Day 2013

Guidelines for poster presenters

Now in its seventh consecutive year, the University of Strathclyde Research Day is a one-day event celebrating Strathclyde's research achievements as well as providing the opportunity for interdisciplinary sharing of good practice in research and a vehicle for promoting effective collaboration. The theme of this year's University Research Day is **public engagement**. As part of the event, we welcome the exposition of current research by postgraduate students and early-career research staff in the areas of **health, society, technology, or the environment** that can be clearly and engagingly conveyed to the public.

Key dates

- Deadline for submission of abstracts: **1st May 2013**
- Notification of acceptance: **7th May 2013**
- University Research Day: **7th June 2013**

Cash prizes of £250 will be awarded to the best poster in each of the four poster themes: **health, society, technology, and the environment**. Winning posters will be those that demonstrate excellent communication of the justification and outcomes of the research to the public. *Crucially, the day will offer a rare opportunity to present your research to visiting secondary schools, and therefore presenters must be mindful of the variety of ages, knowledge, and experience among those attending.*

Abstract submission process

Your abstract should reflect only your current research. Candidates are required to submit an abstract of up to 300 words on the work they wish to present at the University Research Day. **Candidates must specify which of the four poster themes their work is most associated with.** Successful candidates will be invited to present a poster on the 7th June 2013.

Abstract evaluation criteria

- Can the motivation for the work be *clearly understood* by the general public?
- Are the research questions or hypotheses clearly stated?
- Is the methodology clearly and concisely explained?
- Are the results, outputs, and impact of the work expressed in a clear and *interesting* manner?
- Can the work easily be associated with one or more of the four poster themes?

Those submitting an abstract should keep in mind that the work must be presented in an *engaging, interesting* manner, and that technical information should – where required – be explained *concisely and clearly*. Conveying your work to the public should be thought of as an excellent challenge!

Poster preparation

The majority of your poster should reflect your current research. However, to make the work more appealing to the public, the work should be presented within the wider context in order to convey the

importance of the work. The poster should strike a balance between the specific research and a description of the wider research field. The tone should be lighter than that of an academic conference. Presenters may wish to select visually appealing, but relevant, imagery over technical graphics. **This is a chance to convey the importance of your work to members of the public, and therefore it will be beneficial to stress the “real-world” impact of the work.**

Poster evaluation criteria

Unlike previous University Research Days, poster judging will this year be performed by members of the public including visiting secondary school pupils. Attendees will be invited to vote on the best poster, and will be aided by the following simple criteria:

- Is the work interesting?
- Does the work benefit the public?
- Is the poster well designed?
- Did the presenter explain the work clearly and enthusiastically?

Contact and submission

Please contact us at **researchday@strath.ac.uk** if you have any comments or queries.

Please submit your abstract here:

<http://ewds.strath.ac.uk/researchday/Forms/StaffAbstract.aspx>

¹We recognise that some flexibility in interpreting these criteria will be necessary for fair comparison across disciplines.

