

Some advice and guidelines for the posters

We're very grateful to you for accepting the challenge of preparing a poster for our event on 26–27 November.

To ensure a consistent look across all posters, a few key guidelines should be followed.

Your poster should include:

- a title
- a subtitle (baseline)
- 4 sections

We ask that you print your poster in A0 format and also send us the Word file in advance of the workshop.

The poster can be in English or French, or indeed presented bilingually.

General Layout Guidelines

- Plan balanced visual blocks (each section should take up a similar space);
- Use short sentences;
- Highlight 3–4 keywords per section in a larger font size;
- Favour visual elements over large blocks of text;
- Use a minimum font size of 28pt;
- The poster should be in portrait format.

Each section should present information in a simple, concise and visual way, with limited text to ensure good visibility and allow for quick “at-a-glance” reading.

The posters should be self-explanatory (they will be shared publicly on our dedicated event webpage after the event), but you will also have a dedicated time to present them in person — so you don't need to write everything down.

You may include logos, either in the header or footer of the poster.

Example Structure for the 4 Sections *(with recommended text length)*

1. **What is it about? (Presentation of the subject)**

Goal: Describe the initiative/tool/experiment in simple terms

Recommended length: 350–400 characters

Visual tip: Grab attention with a keyword; use an icon or diagram to anchor the idea

2. **What need does it meet? (Justification)**

Goal: Explain the initial challenge or problem that justifies the action or tool

Recommended length: 450–500 characters

3. **For whom and when? (Target and context)**

Goal: Specify the target audience and indicate the timeframe

Recommended length: 300–350 characters

4. **What impact? (Results and added value)**

Goal: Highlight how this initiative brought about change or created added value

Recommended length: 350–400 characters

Below is an example of one poster currently being prepared by the team at FEI.

Le fil plurilingue

Un site internet au service des acteurs de
l'enseignement bi-plurilingue, *du et en français*,
dans le monde



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