We have consulted a selection of F1000’s world-renowned experts for their top tips on creating the perfect poster.

1. **Make it attractive and immediately catch the eye, making passers-by pause and take a look.**
   
   **PROF. JEAN-LOUIS VINCENT**  
   Head of Faculty, F1000 Critical Care & Emergency Medicine  
   Erasme University Hospital, Belgium

2. **Choose a short informative title.**
   
   **PROF. BEN A BARRES**  
   Section Head, F1000 Neuronal & Glial Cell Biology  
   Stanford University School of Medicine, USA

3. **Keep the introduction short; avoid just repeating your abstract.**
   
   **PROF. SALLY E WENZEL**  
   Section Head, F1000 Asthma & Allergic Rhinitis  
   University of Pittsburgh Medical Center, USA

4. **People tend to first focus on the top-left of your poster so put something there that will keep their attention, a picture or graphic.**
   
   **PROF. FLOYD BLOOM**  
   Head of Faculty, F1000 Pharmacology & Drug Discovery  
   The Scripps Research Institute, USA

5. **Major points should be bulleted not buried in text.**
   
   **PROF. CHRISTOPHER CHAPPLE**  
   Faculty Member, F1000 Lower Urinary Tract: Dysfunction, Incontinence & Urodynamics  
   Royal Hallamshire Hospital, UK

6. **A simple diagram or cartoon is often very helpful in explaining your study.**
   
   **PROF. PETER J BARNES**  
   Head of Faculty, F1000 Respiratory Disorders  
   Imperial College School of Medicine, UK

7. **Don’t fill the poster space with too much information; 4-5 figure panels maximum.**
   
   **PROF. JULIAN E DAVIES**  
   Head of Faculty, F1000 Microbiology  
   University of British Columbia, USA

8. **Keep it short and simple, emphasising the take-home message.**
   
   **PROF. MARTIN RAFF**  
   Head of Faculty, F1000 Neuroscience  
   University College London, UK

9. **Practice presenting your poster before you attend.**
   
   **PROF. DENIS NOBLE**  
   Head of Faculty, F1000 Physiology  
   Oxford University, UK

10. **Imagine, by John Lennon, is about three minutes long... you think your presentation deserves more time than Imagine?**
    
    **PROF. FERDINANDO BOERO**  
    Faculty Member, F1000 Global Change Ecology  
    Università del Salento, Italy