

RESEARCH BREAKOUT

How to write an abstract and design an effective conference poster

***Dr Julia Blagburn** - Consultant Pharmacist for Integration, The Newcastle upon Tyne Hospitals NHS Foundation Trust*

***Dr Fiona Smith** - Lecturer in Pharmacy, Teesside University*

What is an abstract?

‘Brief notes that explain the details of a presentation at a conference or event’ – Indeed.com

- It’s an overview/summary (not usually a proposal of intentions)
- Describe the study (don’t defend or justify)
- Readers are unlikely to be an expert in this area
- Use a professional and academic style of writing
- Clear aim
- Don’t overstate findings or generalise results without justification:
 - Stick to what your data clearly shows
 - Relate these findings back to the aim

How to write an abstract

Audit & Research	Quality Improvement
Title	
<p style="text-align: center;">Background</p> <p>Background to justify the conduct of the study and its relevance within the setting it was conducted in. Link to any impact on patient care/safety or efficiencies.</p>	<p style="text-align: center;">Background</p> <p>Detail of the identified problem and the impact of this problem in practice. Clear description of the setting of the project and the people it is going to impact. Link to any impact on patient care/safety or efficiencies.</p>
<p style="text-align: center;">Aim + Objectives</p> <p>Clear reference to audit standard Clear SMART objectives for the study</p>	<p style="text-align: center;">Analysis and Assessment</p> <p>Detail of how the cause and extent of the problem was assessed – who, what, where, when, how.</p>
<p style="text-align: center;">Methods</p> <p>How the study was conducted – who, what, where, when how. Including details of how data were collected and analysed. Include dates the study was conducted and if ethics was needed.</p>	<p style="text-align: center;">Intervention</p> <p>Clear description of the proposed changes to practice. Details of the process and timeline for implementing change.</p>
<p style="text-align: center;">Results</p> <p>Should clearly address the objectives.</p>	<p style="text-align: center;">Measurement of improvement</p>
<p style="text-align: center;">Conclusions</p> <p>Details of conclusions drawn. Implications of results on practice, field, and any plans for further work. Discussion of limitations.</p>	<p style="text-align: center;">Conclusions</p> <p>Description of the impact of change, if/how this resolved the problem. Further work required. Discussion of benefits seen, lessons learnt and limitations.</p>
References	

Common pitfalls

The title doesn't reflect the work undertaken

Study strengths and limitations are not identified

Conclusion is not specific or aligned to the discussion

Discussion does not link to the results reported

Results reported do not align with the methods used

Aims of the study are unclear

Introduction does not explain the rationale/significance of the study

Lack of information to place the results into a wider context

Data analysis not clearly described

Methods and sampling approach are unclear

Ethics approval was required but not sought

Let's get the ball rolling...

Activity 1 – Quick fire abstract writing

Abstracts tend to be very short! You have **5 mins** to write a single sentence for each of the abstract headings based on a recent project you have completed (doesn't have to be pharmacy related).

Title

Background

Aims &
Objectives

Methods

Results

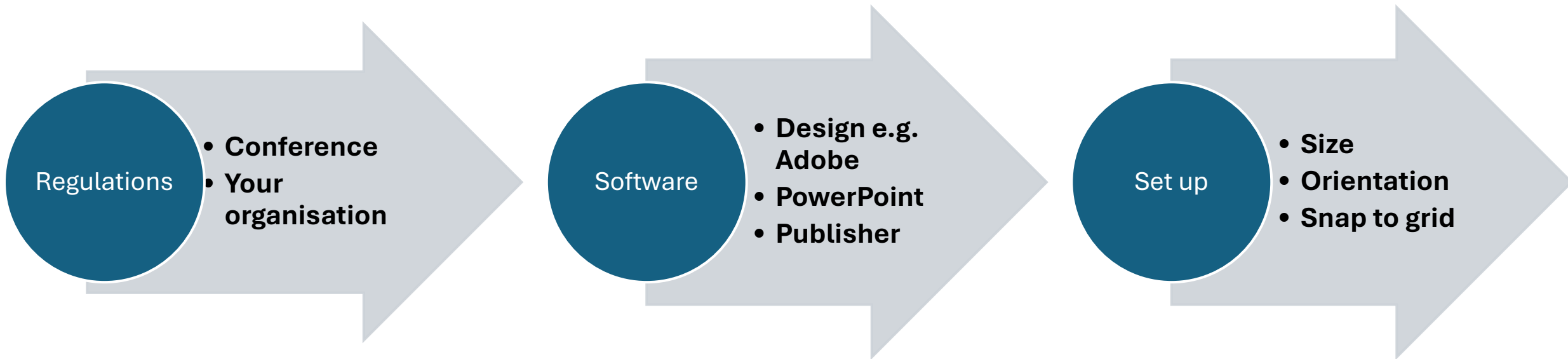
Conclusions

After 5 mins, share with your neighbour and see if they can understand what you did and what the result was.

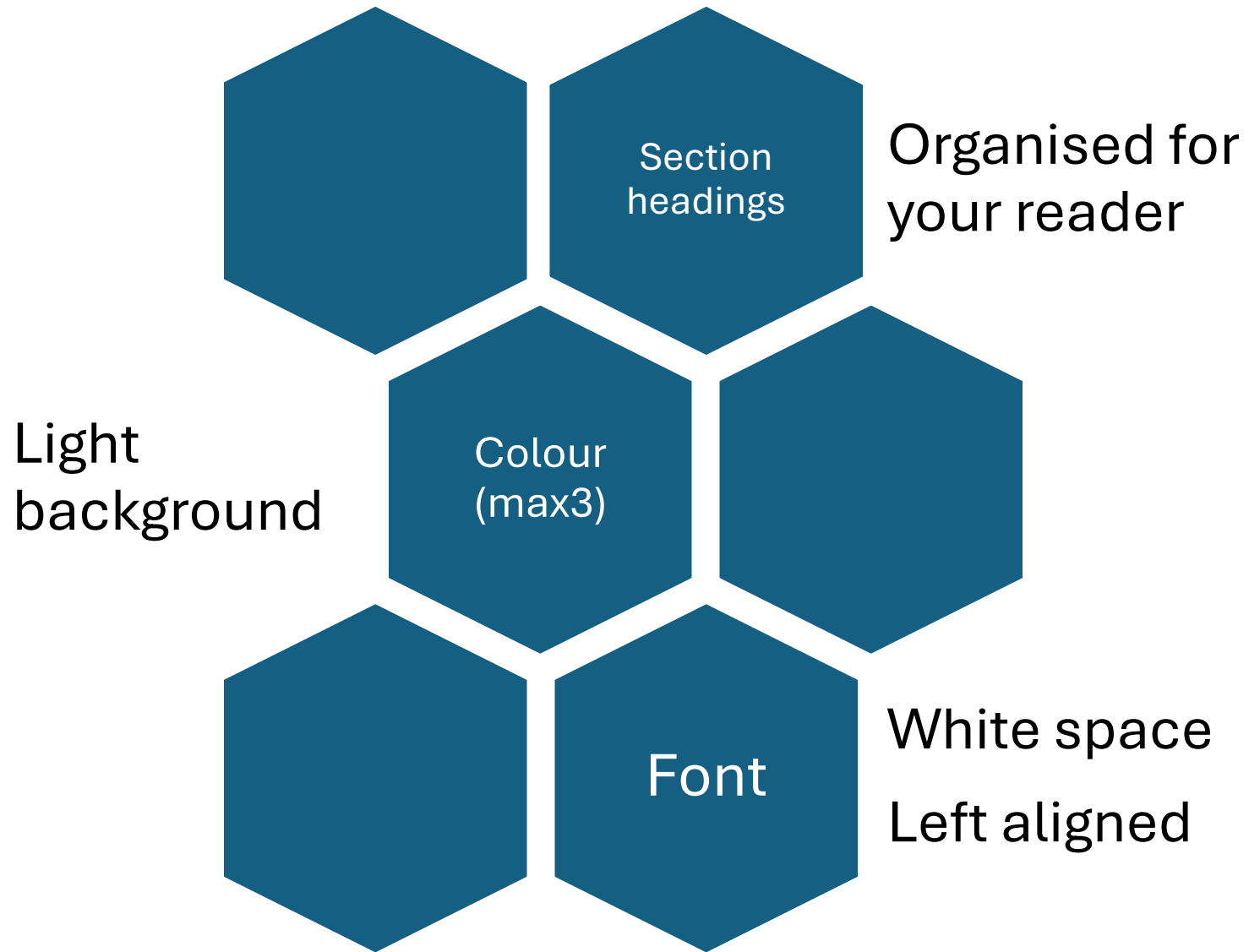
Was your neighbour interested in your project from the title alone?

Discuss where you might need to add extra detail to make the most of your word count.

Getting started with your poster



Poster layout



Poster content

Reader

Title draws
interest

Highlight
key findings

Text

300-750
words

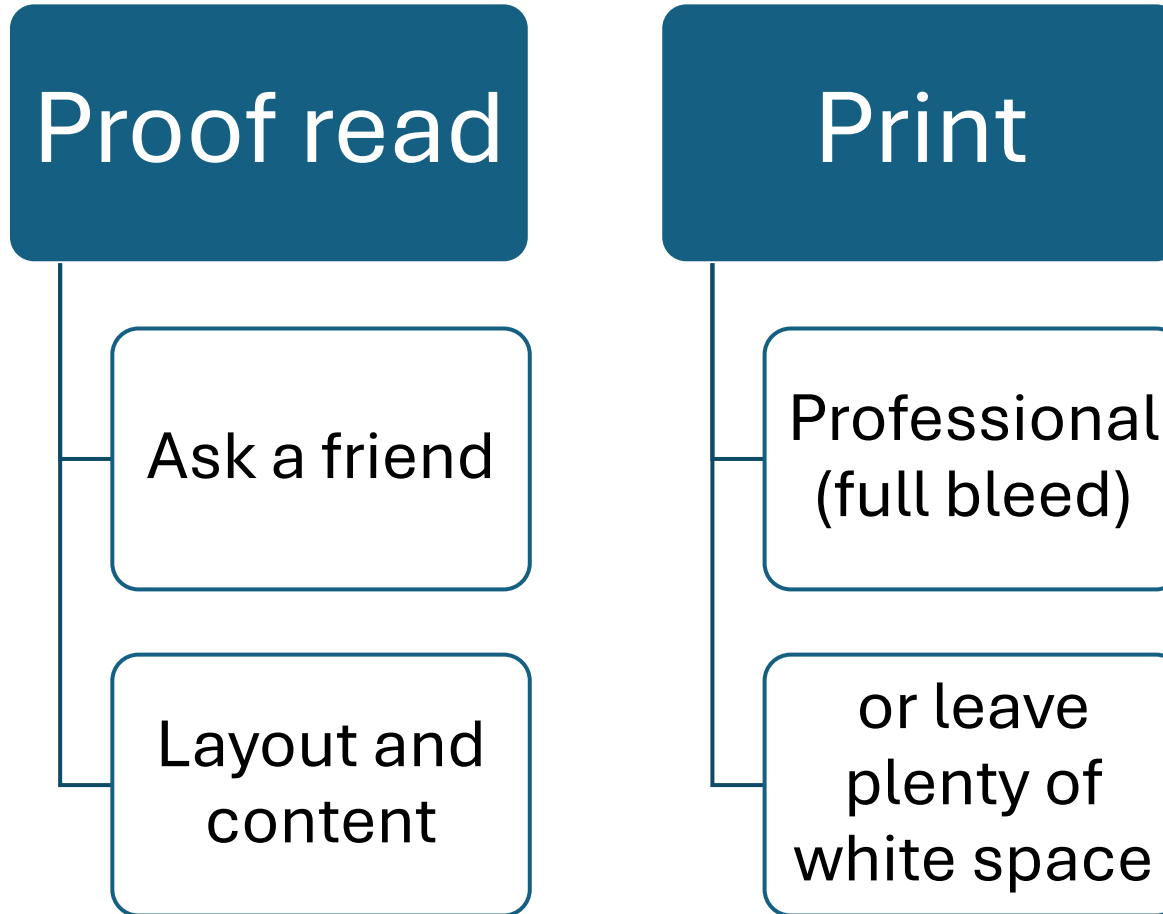
Max 2 mins
to read

Figures

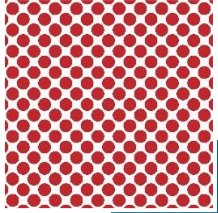
Explain
concepts

Consistent
colours

Printing your poster



Presenting your poster



Prepare

- Carrier
- Fixing
- Copies



On the day

- Standing by time
- Judging
- Taking down time



Visitors

- Anticipate questions
- Network
- Cards

Serving up a winning poster...



Activity 2 – Poster review

Look at the sample posters, on each pick out:

1. One/two factors you like
2. One/two factors to improve