

Instructions for poster design

Target audience

The target audience consists mainly of highly qualified national coaches (who are not scientists). Their prior knowledge of certain topics and their statistical knowledge vary widely. Try to present the results of your research **in a way that will enable coaches to deduce concrete measures to be implemented in their coaching activities.**

Poster design and structure

To be evaluated, the poster must include the following elements:

- **Languages** : Posters must be written in English, German or French.
- **Title/Author/Affiliations** : The title should reflect the main content of the poster, but should be no more than two lines long. It can also express the results of your research.
- **Keywords** : Provide three to ten concrete keywords that will give readers a quick idea of what your project is about (e.g. soccer, high-intensity interval training, mini-games, etc.).
- **So What !?**: Practical relevance: How can your results help trainers in their day-to-day work?
- **Introduction** : Introduce the reader to your subject area and outline any existing research gaps. Logically state the objective of your project.
- **Research Question**: Make it as concrete as possible.
- **Methodology** : Define the research group and describe the study design, the methods and instruments used and the data analysis. **Please submit the detailed description of the methodology separately with the “Methodology Supplement” sheet for evaluation, and mention on the Poster only the key information that are most important for the coaches.**
- **Conclusion** : Conclude by referring to your objective/research question and explaining the relevance of your study to practice.
- **Social media (optionnal)** – Mention your social media channels (LinkedIn, Twitter, Instagram, etc.) with an icon and your username, so participants can connect with you.
- **References** – Please make sure that the references are complete.

Poster layout and text

- **Visual representation** : We recommend that you present your study on the poster in such a way that the coaches can relate to it.
- **So What !?**: Use colors to emphasize what is important for the practice, to catch the eye of the coaches (e.g. special font, frames, background, etc.) and place the message(s) at the top.
- **Text** : 400 to 600 words. Your texts should be as simple as possible, but as technical as necessary, so that they are easy for coaches to understand.

Submission of documents

Posters must be designed in **DIN A0 vertical format**. A Book of Posters will be compiled from all accepted posters and made available online. In addition, ten posters selected by the jury will be presented at the poster session during the JEM. Please send us **a good-quality poster (vectorized PDF file)** together with the completed **“Methodology Supplement”** sheet by e-mail **by August 16, 2024**. E-mail to lionel.castella@swissolympic.ch.

Good Practice

If you need some examples to make sure of the format, form or type of project we're looking to highlight with the Swiss Olympic Science Award, you can consult the [Book of Posters 2023](#), or check out the [explanatory videos](#) filmed by finalists in recent years.