



Cambridge Rare Disease Network

RARE
summit | 2019
PATIENTS AS PARTNERS

RAREsummit19 Patient Journey poster guidelines

 #RAREsummit19

This is your chance to really make an impact amongst potential collaborators. Our RAREsummits are very friendly and collaborative spaces.

Patient Journey maps go beyond the static medical view of a condition by illustrating the patient experience, promoting emotional responses and empathy and providing a visually compelling story of the patients' journey.

For those with an artistic flair, create your patient journey in pictures. If you're better with words then tell us your patient journey story. Or do both, as several groups did for our summit in 2017.

Who should submit a poster?

One poster per patient group. Undiagnosed individuals or those with no patient group are also encouraged to take part.

What to include in your poster?

Think about the audience of researchers, health professionals, biotech and pharma companies and other patients?

What message do you want to give them?

What do you want them to remember?

How do you want them to help?

Do you have symptoms which need treatment?

Do you want to take part in clinical trials?

Do you want better services?



Poster content requirements

- Posters must to be printed at size A0 (841 x 1189mm /33.1 x 46.8ins) in portrait orientation
- Logo if submitted by patient group or charity
- Name of author(s)
- Name of condition, if it is known
- Use these headings:
 - Cause**
 - Symptoms**
 - Treatments**
 - Impact**
 - Hopes and aspirations for the future**

Guidelines for poster content

Causes, symptoms and treatment: Where possible discuss with your consultants to ensure medical accuracy and terminology

Impact: How does the condition impact on everyday life?

Hopes and aspirations: What would 'good' look like? What do you want to change? How can others help?

YOU MUST BRING YOUR PRINTED POSTER TO RAREsummit19

Poster submission requirements

The minimum requirements are:

- 1) The file is identified with your name or patient group name.
- 2) Create the poster at A0 size.
- 4) All images must be high resolution/quality (300dpi). They must not be images taken off the internet.
- 3) All images must satisfy copyright regulations and if you are using someone else's photo, please ensure you've obtained their written consent.
- 4) Keep a uniform look to your poster (perhaps limit to 3 colours - 2 fonts).
- 5) Leave a 10mm 'bleed' (i.e. space) between the edge of the text and images and the edge of the page.
- 6) Text size should be large enough to be easily read from a distance of approximately 1.5m (5ft), so roughly 72pt for headings, 56pt for subheadings and the minimum size for the main body text is 24pt.
- 7) You must send an electronic version of the poster to jo@camraredisease.org by the deadline of **5pm on Fri, 6 Sept 19** for publication in our conference booklet. Save in an editable format so errors can be easily corrected following submission, if needed.

YOU MUST BRING YOUR PRINTED POSTER TO RAREsummit19 FOR EXHIBITION*

Poster display requirements

Authors of posters must be registered for the RAREsummit 19* and we'd advise being with their poster during summit breaks to explain the poster and answer questions from viewers.

Print the poster on glossy or matt paper, and laminate it if preferred, but this is not required. Fabric posters are also a great option for easily transporting and re-using.

Posters will be set up by authors at the summit venue at the Wellcome Genome Campus between 8am and 8.45am, on 23 Sept 2019. Helpers will be on hand.

Posters will be on view during morning and afternoon breaks and over lunch. They may also be left up during the evening reception until 7pm.

ON THE DAY RAREsummit19 DELEGATES WILL BE ASKED TO VOTE FOR THEIR PREFERRED POSTERS

Enter a Patient Journey story?

You are also welcome to create a written patient journey story (of up to 200 words) or pictorial journey map to complement your poster. This needs to be A3 portrait. Text on written and pictorial versions must be a minimum of 12pt.

Please note: These will not be displayed in the summit poster exhibition but will sit alongside posters on our website and in the printed booklets to be circulated. Submissions need to be saved in an editable format so corrections can be made following submission, if needed.

Getting your message out

Patient Journey posters will be exhibited at RAREsummit19. Patient Journey stories and visual journey maps will be displayed in the RAREsummit19 'Patient Journeys' take home booklet and will be showcased on the new 'Patient Journey Gallery' on the CRDN website.

Other useful info...

Don't forget to book your tickets

These can be purchased via eventbrite. Patient Group ticket prices have been subsidised.

Need poster printing or design support? AVMG at Cambridge University offer A0 poster printing at very competitive rates. Services are available to University departments, colleges, other scientific organisations, charities and individuals, you don't need to have any affiliation with the University. Department of PDN, Anatomy Building, University of Cambridge, Downing Site, Cambridge, CB2 3DY tel: 01223 333787 / 333767 email: avmg@hermes.cam.ac.uk

Need some ideas? On www.makesigns.com there is lots of useful info on design and printing.

Fabric posters If you plan to take your poster to other conferences and meetings following RAREsummit19, you might want to consider investing in a fabric poster which can be folded into a bag.

Any further questions can be directed to:
lindsey@camraredisease.org

* If you'd like to submit a poster and/or story but are unable to attend RAREsummit19 please contact us.