This year the annual BACN conference is sending out a call for posters. This is an ideal opportunity for members to showcase their knowledge and potential solutions to support, inform and educate their fellow peers. It is time for BACN members to display and share their wealth of experience and professional development within the speciality of aesthetics. Abstract contents can either be research-based using established scientific methods or demonstrate experience and information from individuals or collaborations i.e. from clinics or institutions. All posters submitted will be peer reviewed by the programme committee and those who have submitted will be informed by email.

Posters will be on display during the conference lunch break and at a dedicated poster session which will enable all the delegates to have a chance to view those on display.

All we ask is that you or one of your collaborating authors to stand by your poster available for delegates to discuss your work. There will be acknowledgement for the most innovative and or educational posters.

Themes you may want to consider
• Audit
• Business
• Case Studies
• Complications and adverse issues
• Competencies
• Dealing with complaints
• Improving the patient experience/Patient satisfaction
• Innovative treatments and practice
• Managing a social media profile
• Peer support and supervision
• Regulatory
• Training from novice to expert.

The BACN website will display details of how to submit your poster via a portal that will be open for a period of time to allow for online submission. Don't worry about the style as there will be clear guidelines to help you format there will be two templates one for case studies and the other for data driven or original research.

The BACN board acknowledges that our members have a wide range of prior experiences and whether they are fairly new to this speciality or seen as experts in this field, our annual conference is the ideal environment for those voices to showcase their skills, knowledge or practice.

Posters when created effectively are a concise and visually attractive way to display this.
An eye catching and efficient poster should have a balance of artistic, methodology, evidence base and if relevant experiential elements that will appeal to those delegates walking past. Remember to engage both sides of the brain details that are logically presented with analysis, fact and conclusion balancing with visual which displays before and after photographs or data as graphs that can be easily read and understood. Durbin (2004), Ellerbee (2006).

This is an ideal opportunity to network with possible further collaboration at national level, become recognised as an innovator or an expert with a particular procedure or treatment. Show your fellow peers what you are truly passionate about within the diversity of medical aesthetics. The key to a successful poster is give yourself enough time to iron out all those glitches expected or unexpected. Ask a colleagues to proof read your work before submitting sometimes having someone not emotionally invested can help you see your poster with fresh eyes and if necessary time to re write. Proof reading will also pick up those annoying little spelling mistakes that sometimes get missed. What causes authors angst? Word limits, try to be economic with your descriptions, bullet point, use shorter sentences. What are the salient points? What is it you want those viewing your poster to take away? Concise abstracts are more likely to be accepted. Berg (2017)

When developing your poster remember that the average person spends around ten seconds scanning what's in front of them Rowe et al (2009) in a pilot survey of knowledge transfer found that visual appeal was more important than content. So the wow factor stops traffic. You want the individual a metre away to be able to scan your poster, drawing them closer to absorb that information in ten minutes that also includes you standing by your poster to answer any questions or share further information and then move on so others can view your work.

Are there any differences between a data or research abstract or a case study? It is important to remember the title is the head line grabber and should be no more than 10-12 words this should include what was investigated and how. What was found is in the text box or boxes beneath. It should be able to capture the attention of the novice delegate through to the expert. Below the title list the authors and any affiliations. The remaining sections are for findings, discussion and conclusion. With regards to a case study they can contain many of the same elements but importantly highlight the issues positively or negatively that are contained within the case study remember if you are using someone’s image to obtain their consent and if relevant to anonymise. Again the wow factor if this is a treatment with positive outcomes or an adverse issue with its resolution. Ask yourself if this case study is interesting, original and or relevant? Will your peers find it attention grabbing enough to stop look and discuss further with you? Wood and Morrison (2011)

So please do not let reticence stop you from submitting a poster for the autumn conference I for one would love to see the quality of work that is out there. The BACN board hopes this may be a gentle nudge for more nurses to come forward and show the talents they are modestly hiding.

References


Durbin C G. Effective use of tables and figures in abstracts, presentation and papers. Respiratory Care 2006;51:166-170


Rowe N, Illic D. What impact do posters have on academic knowledge transfer? A pilot survey on author attitudes and experiences, BMC Medical Education 2009;9:71