

### 3. Tips for Preparing an Effective Poster

The ideal poster is designed to attract attention, provide a **brief** overview of your work, and initiate discussion.

Use a program such as PowerPoint to create your poster. Make sure you set your page size to 46x 46 or 116 by 116. For a brief tutorial on using Powerpoint to create your poster, visit:

<http://www2.umist.ac.uk/chemistry/communication/posters.html>

#### **Distill your message**

Use your two-page summary as a starting point, then edit, edit, edit.

- Your poster should cover only the key points of your work. You can discuss details with people who are interested.
- Use plain language. Remember you are not talking to an academic audience.
- Use point form as much as possible
- Use a statement, photograph or diagram that is sure to attract your audience's attention.

#### **Use Visual Grammar**

- Present your information visually as much as possible by using, diagrams, illustrations, photographs, figures, etc., rather than text. Aim for 40% graphic content.
- Use colour to highlight, separate, define and associate information.

#### **Make your Text Legible**

- Information should flow from left to right
- Use columns to allow readers to easily follow the direction of the information
- Use larger fonts so that key points may be read from a distance
- Avoid text in all capital letters as it is more difficult to read. Instead, use colour or bolding to highlight text.
- Keep a high contrast between backgrounds and text

#### **Other**

- You may wish to prepare a short presentation of about 5 or 10 minutes that you can periodically give to those assembled around your poster.

## 4. Sample Poster

Tip: Edit your research title

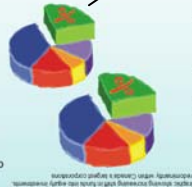
### Socially Responsible Investment of Pension Funds in the New Economy www.webaddresshere.ca

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Pension funds are the second largest source of capital in Canada. The assets of Canadian trustee pension plans alone are about \$543.8 billion (Statistics Canada, 2003)

Unions are calling for more productive investment of pension funds which take into account the interests of beneficiaries, workers, government, and the broader community. For organized labour, active ownership means paying attention to both:

- the bottom line
- the social impact of investments



Our research will

- the impact of socially responsible investment of pension funds, with a focus on Canada, but taking into consideration international scholarship;
- the obstacles to socially responsible investment by pension funds; and
- the impact on union-appointed trustees of pension funds of an educational program on socially responsible investment.

Present your information graphically wherever possible

#### Socially Responsible Investment Operational Categories

Together, these approaches are intended to promote "high-road" practices among businesses (good wages, quality working conditions) and to create positive impacts in the community

investment in mutual funds promoting the social ideals (e.g. environmental funds, funds reflecting best practices across broad spectrum of industries)

investment in community development practices (e.g. housing for low-income citizens or investment in an under-developed region)

corporate engagement, including shareholder action strategies (e.g. organized efforts to change behaviour of specific corporations either by taking a seat on the board of directors or by putting pressure on management)

support of sanctions or divestment strategies in specific corporations, industrial sectors (e.g. tobacco or armaments or any sector judged ethically untenable)

#### Progress to Date

• the beginnings of an advisory group of union trustees and union pension experts to work on an ongoing basis with academic researchers

• a recruitment board of financial industry professionals

• the commitment of women and researchers

• preliminary research on mandatory requirements as effectiveness as equitable social policy and its link to pension fund investment

• enthusiastic commitment from Manitoba Centre for Labour Capital and McMaster Centre for Labour Studies to work with us on labour education on pensions

Use headings to present info at-a-glance

#### Changes During the Past 20 Years

Shift from passive to active interest in influencing investment policy in the new economy, eg.

- a push towards joint trusteeship, typically in the public sector, the building trades, forestry, transportation, and some retail industries. (CUPE, OPSEU)
- preliminary interest shown in developing education programs to equip labour trustees of pension funds to participate actively in investment policy (Federation des travailleurs et travailleuses du Québec, CUPE and the National Union of Public and General Employees)

#### Influences

- High unemployment
- stagnant wages
- restrictions of public sector workers rights to strike
- the internationalization of finance,
- employer pension contribution holidays,
- the irrationality of stock markets.

#### Signals of Change

- resolution by the 1986 Canadian Labour Congress convention that "endorse[d] the goal of organized Canadian workers achieving greater control and direction of the investment of pension funds
  - similar resolution in 1990
- This change was not without controversy both within labour and business.

Use point form

#### Major Project Goals

- produce educational materials on socially responsible investment, in print and in multimedia forms, which will be of practical utility to labour trustees as well as the broader public with an interest in this topic. All educational materials will be published collaboratively with trade unions.
- two edited books from the nine research projects, an annotated bibliography of current research on socially responsible investment as it relates to pension funds and also more generally

#### Partners

Scholars from the fields of labour studies, various facets of business (social accounting, capital markets, ethics), economics, sociology, adult education, political science, and law, including:

- 17 academics from 8 universities (Toronto, Carleton, Calgary, York, McMaster, Concordia, Oxford and Harvard)
- 17 partner organizations, including the Canadian Labour Congress and its 10 provincial affiliates

Use white space to make your text less dense.

### Help

- Your university's media department may be able to be of assistance in the preparation of your poster. The following websites also have tips for designing eye-catching posters:
  - <http://www.soe.uoguelph.ca/webfiles/agalvez/poster/>
  - [http://ctl.stanford.edu/handouts/web/Master\\_Poster.htm](http://ctl.stanford.edu/handouts/web/Master_Poster.htm)
  - [http://www.kumc.edu/SAH/OTEd/iradel/Poster\\_Presentations/PstrStart.html](http://www.kumc.edu/SAH/OTEd/iradel/Poster_Presentations/PstrStart.html)