



IUCN
World
Conservation
Congress.
Barcelona 2008.



How to develop your *Poster* for the World Conservation Forum, Barcelona 2008

Your proposal for a Poster was pre-accepted as a contribution to the IUCN World Conservation Forum, and IUCN is pleased to welcome you to Barcelona!

These guidelines will help you to plan, structure and stage your poster. We've tried to be as comprehensive as possible. However, if you need assistance, the IUCN team is ready to help you at any time. Don't hesitate to [contact us!](#)

The IUCN World Conservation Congress

The IUCN World Conservation Congress is the world's largest and most important conservation event. Held every four years, the Congress aims to improve how we manage our natural environment for human, social and economic development.

The Congress will take place from **5 to 14 October, 2008, in Barcelona, Spain**. More than 8,000 leaders from government, the public sector, non-governmental organizations, business, UN agencies and social organizations will discuss, debate and decide solutions for the world's most pressing environment and development issues.

The World Conservation Forum

The Congress starts with the four-day Forum run by IUCN members and partners discussing cutting edge ideas, thinking and practice. The Forum leads into the four-day IUCN Members' Assembly, a unique global environmental parliament of governments and NGOs.

The Forum is a grand public gathering hosted by the world's conservation community, bringing together people from all over the world to discuss, share and learn.

Addressing the world's most pressing sustainable development challenges, the Forum offers four days of debates, workshops, dialogues, art and film, roundtable discussions, training courses, music and exhibitions on the following three streams:

- ✓ A new climate for change
- ✓ Healthy environments - healthy people
- ✓ Safeguarding the diversity of life

More than 800 events will take place during the four days of the Forum. About 10% of them are organized by the IUCN Secretariat; the rest run by IUCN members, Commissions and partners.

All events aim to **share knowledge**, to **build understanding and consensus**, and to **form new alliances and partnerships**.

More information on the Forum and the three thematic streams can be found at:
http://cms.iucn.org/news_events/events/congress/about/forum/index.cfm

What should a *Poster* look like?

Posters should, as appropriate, showcase conservation work and achievements, for example innovations and solutions, present community and local level initiatives, policy and governance reforms, traditional and indigenous knowledge, new and more sustainable business models and investment opportunities, initiatives that inspire ethical behavior, actions of youth, methods to address gender equity, latest technologies and emerging multi-sectoral partnerships, etc.

Posters should not be bigger than 1 x 0.5 meters. You will be assigned a panel in the Poster Area at the venue. The title of your poster, your name and institutional affiliation and the day your poster is to be presented will be listed in the on-line Congress Programme and will also appear on the panel assigned to you for you to identify it more easily.

Only one poster per organizer/organization will be accepted, because of space and time constraints. Posters will be exhibited for 1,5 day before being removed.

You will be responsible for putting your poster up in the morning and taking it down in the afternoon on the day your poster is scheduled for presentation. Poster sessions will be formally scheduled during the lunch breaks in the Forum. On the day your poster is scheduled you will have the opportunity to “host” your poster and answer questions during the lunch break.

Things to keep in mind while developing your *Poster*

- The World Conservation Congress is built around the overall theme: ***A diverse and sustainable world***. The following document will provide you with more detailed information about the thinking behind the Congress and will help you focus your session:
http://cmsdata.iucn.org/downloads/congress_theme_paper_23_march_final.pdf.
- When you submitted your proposal you identified a thematic stream in which you thought your session would fit the best (***A new climate for change, Healthy environments – healthy people, Safeguarding the diversity of life***). Don't forget the focus of this stream when developing your session. Detailed information about each stream can be found at: http://cms.iucn.org/news_events/events/congress/about/forum/index.cfm and then, clicking on one of the three streams.
- **Be creative!** Avoid traditional models. Think creatively about how to present your message and information. Don't hesitate to be provocative, the discussion around your poster will be more animated and the outputs probably more outstanding. Try something fun that your audience will remember and associate with the content of your poster.
- **Be sharp!** Think about your audience. You probably know your subject by heart but do they? Be clear in your messages. Avoid jargon. Take some time to think about the title of your poster. Short and sharp messages are more likely to catch people's attention. Don't hesitate to be provocative or controversial. Think in terms of communications when defining your message, your outputs and the content of your poster.

Key questions to keep in mind: Remember people are bombarded by information in presentations throughout conferences. Little of it is remembered. How can you ensure that your **KEY MESSAGES** are heard, understood and **ACTED** upon? Focus on what you want people to **DO** after they see your poster. What do **THEY** and **YOU** need to learn during the Forum in order to enable this? Consider how many people and how much expertise you will

have in one place during the Forum. How can you best engage EVERYONE, valuing and profiting from their experience with your poster?

- **What happened to your initial proposal?** Your proposal was the basis for selecting your contribution to the World Conservation Forum, but it now needs to be refined, and in some cases refocused or sharpened to make sure the best products are delivered at the Congress.

The information you entered on the system has been migrated to an on-line Document Management System (DMS) that will allow you to work further, together with your partners on the development and refinement of your session. This system will also allow us to address logistical needs (room allocation, printing of the programme and official documentation).

It is crucial that you make sure the information related to your proposal is up to date on the DMS. We will contact you personally before downloading the final information on your proposal from the system, but the process will be much easier and effective if you make sure you keep all the information on your proposal up to date.

The World Conservation Forum's Document Management System

The IUCN on-line Document Management System (DMS) is based on the Microsoft Sharepoint software that you might already be familiar with. Thanks to its integration into the broader Microsoft Office environment, you will see that everything in the DMS looks like any Microsoft software, such as Word, Excel, etc.

The DMS will give you a space to share information and documents with your partners and with us, edit documents, have on-line conversations with your partners, just with an internet connection from anywhere in the world.

The DMS will be ready soon and we will inform you as soon as possible on how to access and use the system.

What are the next steps?

You will now have some time to develop your event, discuss it with your partner, and use the DMS, when available, to collaborate and refine your thoughts and ideas.

By **15 June 2008**, we will need the information that will appear in the Congress Programme. You'll receive further instructions on how to make sure your information reaches us in due time.

What will we need from you?

- Title of your poster

In reviewing your poster's title consider how important it will be in terms of attracting people's attention during the Congress. Try to be catchy and original. Your title cannot be longer than 20 words and should express clearly the content of your session. The title will be translated into the three IUCN official languages in the final Congress programme.

- Main organizer

It is entirely up to you (and your partners) to decide who the main organizer of the poster will be. The designated person will also be the main focal point for us, for any correspondence or issue related to the Congress, your poster, etc.

The name and organization of the main organizer will be the one printed on the Congress programme together with the title of the poster. You will be asked to provide the full detail of

your affiliation (organization, address, email and telephone contact both usually and on-site, etc.)

- Abstract

This is a more detailed description of what your poster is aimed at. Be short (no more than 300 words) but make sure the expected outcomes of your poster are clearly identified. The abstract will be translated into the three IUCN official languages, printed on the Congress programme and published on the Congress website.

Later on, we will be asking you to use the DMS to send us:

- Partners

Partners are all the persons and institutions involved in the development of your poster (the list of people who actually contributed to the development of the poster). For space and costs reasons, partners won't show on the printed programme but will be identified on the Congress website.

- Key issues addresses by your poster:

You will have to review the list of keywords you checked when you submitted your proposal. These keywords should directly link to your event and will allow us (and participants) to identify events of interest and build coherent journeys through the Forum. Only check the keywords that directly link to your event. If you have checked more than 3 keywords, you'll probably have to refine your scope.

- Other information

You will notice all sort of fields and information associated to your event into the DMS. As a general rule, it will help us a lot if you keep this information as accurate as possible, at any time. By mid-June 2008, we will progressively ask you to fill in all the fields associated with your event.

Finalizing your documents

Please verify spellings of presenter's names, institutional citations, titles, text, etc, for all the final documents you'll post on the DMS. Once submitted IUCN will not be responsible for the content of event programme information; nor can we accept responsibility to make corrections in this information.

Deadlines

Dates	Tasks
May, 2008	Forum's document management system ready for organizers to work their sessions.
15 th June, 2008	Organizers to send final basic information related to their session for inclusion in the Congress programme and website (more information to come on how to proceed)
30 th August, 2008	Confirmation of room allocation
15 th September, 2008	PowerPoint and support documents posted on the DMS

Contact

For any further information, please email congressforum@iucn.org.

Practical information for *Posters* at the World Conservation Congress

The venue: Centre de Convencions Internacional de Barcelona

The Barcelona International Convention Centre (CCIB) is one of the largest venues in Europe, capable of accommodating up to 15,000 delegates in an architecturally innovative space facing on to the Barcelona coastline. It is formed by two buildings: the Convention Centre designed by the architect José Luís Mateo and the Auditorium by the architects Herzog & De Meuron, offering a total area of over 100,000 sqm. Among other facilities, it has a powerful wireless voice and data telecommunications system capable of providing a Wi-Fi internet connection for 2,500 users at the same time. For more information please visit www.ccib.es

Poster set-up and removal:

A dedicated area has been allocated to *Posters*. Before the Congress, you will be allocated a panel where to set up your poster, within this area. Please note that it is strictly forbidden by the venue to hang anything on the walls or other areas of the Convention Centre.

Each poster will be associated with a 1 x 0.5 meter wooden panel. Please make sure your poster does not override the size of the panel.

Each poster will remain on its panel for 1,5 day and will then be replaced by another poster. You will be responsible for putting your poster up and taking it down. Posters not removed by 20h00 on the 7th October and by 16h00 on the 9th October will be removed and destroyed.

Session organizers will be responsible for any handouts they may wish to provide people with during the time their poster is scheduled. In the spirit of our objective to hold a "green congress" session organizers are requested to keep paper to a minimum.

Please note that **copyrights apply to the use of IUCN's name and logo, as well as to the World Conservation Congress logo**. Please consult with the Congress Team before using any of these logos on your printed material

No shipping or storage facilities will be available, so organizers will have to make their own arrangements.

Please contact the Forum team for more information.

IUCN nor its staff will be liable for damage to, or loss of your poster. Any poster not removed by its owner before the deadline will be removed and destroyed.

Scheduling:

Posters will be showcased from Monday 6th October, 14h30 until Thursday 9th October 16h.

There will be 2 consecutive sessions of 1,5 day each, and each poster will be properly identified on the spot and advertised in the Congress official programme.

Congress Registration

Please note that all persons involved in presenting and participating in the Forum (including Poster sessions) must register for the Congress. The on-line registration system will be available as of 15 May 2008. Fees and policies governing registration can be found at:

<http://www.iucn.org/congress>. Access to the venue will require a Congress badge.

Privacy Policy

All session organizers are to adhere to standards and criteria for the collection and maintenance of personal data as set forth in Privacy Policy available on the IUCN World Conservation Congress 2008 Registration Website, available at this address:

http://cmsdata.iucn.org/downloads/privacy_policy.pdf

Safety, Security and Hygiene

The running of all Forum events, including but not limited to *Posters*, is contingent upon venue compliance with safety, security and hygiene regulations.

Organizers must make provisions for the safeguarding of their goods, materials, equipment and display at all times. The security service provided by IUCN will not be responsible for personal injury, loss and/or damage to any property from any cause. Insurance is the responsibility of session organizers and participants.

Disclaimer

Please read the following document carefully: <http://cmsdata.iucn.org/downloads/disclaimer.pdf>