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25

Style Guide: Visual Presentations

Conference
& Exhibition
26–29 MAY



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Australian Energy Producers Conference & Exhibition

The annual Australian Energy Producers Conference & Exhibition is Australia's largest and most anticipated energy event. As a key forum, it brings together heads of industry, government decision-makers, customers and finance to set the agenda for Australia's energy future.

Attracting more than 2,500 delegates and speakers from across the globe the conference agenda will focus on the issues facing energy producers, customers and policymakers.

Australian Energy Producers provides an unparalleled opportunity for the industry to continue discussions around our journey to net zero emissions and the ever present need to explore for, find and develop Australia's oil and gas. As we respond and adjust to a rapidly evolving global energy landscape, the Australian Energy Producers Conference & Exhibition will provide a platform for open conversation and candid debate.

[Read more about the Australian Energy Producers.](#)

Visual Presentations

One of the most popular parts of the Australian Energy Producers 2025 Conference & Exhibition is the extensive Visual (Poster) Presentation series which is part of the Technical & Business Program.

For some topics, a visual (poster) presentation is an invaluable and effective way to get a message across clearly and concisely over the entire three days of the conference. It allows delegates to digest material at their own speed, authors can bring delegates to their presentation at any stage of the conference to discuss it and there is also a very popular 'Meet the Author' session in the Visual Presentation Gallery during the conference which draws a large crowd. **So, this is not your average conference poster presentation!**

The Visual (Poster) program provides authors:

- a dedicated gallery style display area located in a prominent position in the conference exhibition hall,
- a dedicated "Meet the Author" session on Wednesday 28 May 2025,
- the choice of a printed or digital presentation,
- the ability to publish either a Peer-Reviewed Paper or Extended Abstract associated with the visual presentation in the *Australian Energy Producers Journal* (2025) or Supplement 1, based on the paper format, and
- the Visual Presentation to be published in the *Australian Energy Producers Journal* (2025) Supplement 2.

Images of the visual presentation area from previous conferences can be viewed [here](#).

Deadlines

7 March 2025
1 April 2025

Format (either printed or digital) of **visual display** advised (see section 5)
Submit your **final visual presentation** (PDF or digital)

Failure to meet the final visual presentation submission deadline will result either in 1) the removal of your visual presentation from the Australian Energy Producers 2025 Conference & Exhibition, or 2) a late printing fee.

Please refer to the *Australian Energy Producers 2025 Conference & Exhibition Style Guide: Peer-Reviewed Papers and Extended Abstracts* for the applicable deadlines for the paper deadlines.



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Contacts

Please include your name, the title of your Peer-Reviewed Paper or Extended Abstract, and the reference number assigned to your text when communicating with:

General Query

 of your Peer-reviewed Papers and/or Extended Abstracts

Elinor Alexander or Nathan Parker
Technical Program Committee Co-Chairs
Australian Energy Producers Journal Co-Editors-in-Chief
TPCChair@energyproducers.au

Submission

 or **publishing** of your Peer-reviewed Papers and/or Extended Abstracts

Philippa Tolmie
CSIRO Publishing, *Australian Energy Producers Journal* – Editorial Assistant
editorial.ep@csiro.au
+61 3 9545 8790

Logistical

 conference details

Belinda Tilling
Technical & Business Program Liaison
speakers@energyproducers.au
+61 414 419 492

Copyright and License to Publish

Presentation at Australian Energy Producers 2025 Conference & Exhibition and publication in the *Australian Energy Producers Journal* (2025) requires authors to complete, sign and return the Australian Energy Producers 2025 Conference & Exhibition Copyright and License to Publish form prior to publication. This license allows copyright for the material to remain with the author/s (or their employer/s) and grants a license for Australian Energy Producers and CSIRO Publishing to publish the material in the *Australian Energy Producers Journal* and its supplements. The form will be provided to all successful submissions upon final acceptance.

Please note: this form also gives consent to place the PowerPoint presentation or Visual Presentation in Supplement 2 of the *Australian Energy Producers Journal* (2025).

Authors must have permission from all copyright holders for third party material that is used in their presentation and papers. Such permission is required in writing. Third party material includes – but is not limited to – any illustrations, photographs, tables or other material, including data, audio, video, other publications or websites. Authors may be charged a fee by the copyright holder for such reuse. Further information on reuse of third-party material is provided in **Appendix 1**.

Authors should also be aware of other legal issues involved in the production and presentation of papers, extended abstracts and presentations. These include the laws of the Commonwealth of Australia and those of Australia's States and Territories related to libel, slander, defamation, and misleading and deceptive conduct.

Awards

Awards will be judged and presented at the Australian Energy Producers Conference & Exhibition including:

- Alan Prince Award (Best Peer-Reviewed Paper)
- Dr Steve Mackie Award (Best Extended Abstract)
- Best Oral Presentation
- Best Visual Presentation

The Best Oral Presentation Award is judged by conference delegates and approved by the Technical Program Co-Chairs, whilst the other three awards are judged by the Technical Program Committee. All four awards will be presented during the final plenary session on Thursday, 29 May 2025. All award results are final.



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Speaker Attendance

To present at the Australian Energy Producers 2025 Conference & Exhibition, all nominated speakers must be a registered full, day or student* delegate, with nil funds owing, and attend the Australian Energy Producers 2025 Conference & Exhibition in Brisbane.

To recognise your contribution to this prestigious conference, one speaker per paper is offered a 20% discount* on their applicable conference registration. A speaking position does not automatically include a complimentary registration to the conference. Registration opens in December 2024, and all speakers must be registered by 1 April 2025.

**Conditions apply.*

Presentation Inclusions

All visual presentations must be produced to Australian Energy Producers formatting specifications. Each presentation should include:

- an abstract/introduction
- annotated displays of information
- conclusions

Visual presentations should not be a reproduction of the written Extended Abstract or Peer-Reviewed Paper.

Authors who are new to the visual presentation format should build the presentation around the main points discussed in their text, as is done for PowerPoint slides for an oral presentation. These points can be displayed in key panels and accompanied by explanatory text (like that spoken in an oral presentation) that further develops each panel.

Australian Energy Producers Conference & Exhibition recommends authors work with a graphics designer in the preparation and production of their visual presentations, to give their visual presentations a professional look.

Format of Visual Presentations

There are two options for the format of the visual (poster) presentation at the Australian Energy Producers 2025 Conference & Exhibition:

- Printed: Card-based (no additional cost).
- Digital: Screen-based (fees apply).

Regardless of the visual presentation format:

- All visual presentations will be hung in art gallery style by Australian Energy Producers and will be on display for the duration of the Australian Energy Producers Conference & Exhibition.
- Hardcopy presentations are NOT required to be prepared or brought to the conference by the authors.
- Visual presentations should not be a reproduction of the written Extended Abstract or Peer-Reviewed Paper.

Both formats will have a prepared header that will include the:

- Presentation/paper title
- Speakers name
- Speakers company affiliation including a colour logo
- Speakers headshot/photo

Printed: Card-based

- Portrait PDF design created by the authors
- Printed by Australian Energy Producers
- No additional cost.



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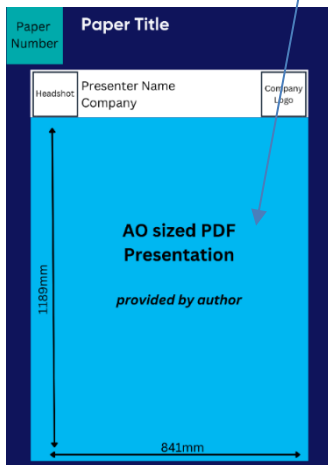
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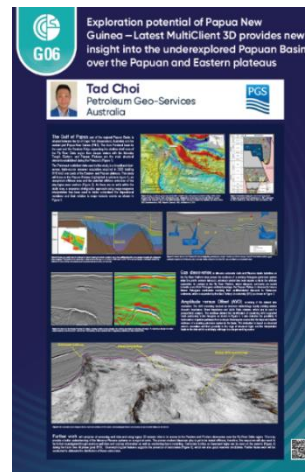
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Specifications

- A combination of text and graphics
- Must fit on one page (Light blue area only of the example layout below)
Please note: The dark blue and white area will be designed by Australian Energy Producers
- Portrait format - A0 size, 841mm wide x 1189mm high
- Artwork to be provided as high resolution (at least 300dpi) PDF



Layout explained



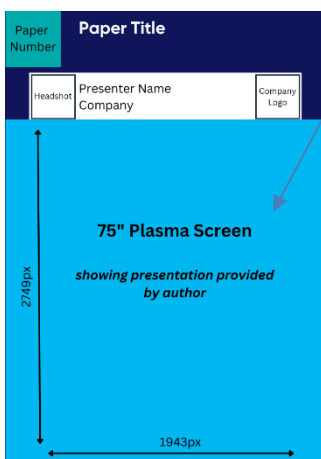
Example from the Australian Energy Producers 2024 Conference

Digital: Screen-based

- Digital presentation created by the authors
- To be displayed on a plasma (or similar) screen, on continual loop
- Additional cost of \$1,300 per presentation

Specifications

- No restrictions of text, graphics, videos or static displays
- No restrictions on the length
- Portrait format - A0 size, (1:1.4142) (Light blue area on the layout example below)
Please note: The dark blue and white area will be designed by Australian Energy Producers
- Screen's resolution is Full HD 1943px wide x 2749px high (75" screen)
- to be supplied in one of the below formats:
 - PowerPoint (any version)
 - video in a Windows Media Video (WMV) format
 - an Adobe Flash format



Layout explained



(above) Example from the Australian Energy Producers 2024 Conference



Guidelines for Visual Presentations

Printed: Card-based

Printed visual presentations do not have the same restraints as slideshows. Visual presentations can display a great deal of information and, if necessary, the audience can view the information up close, allowing people to read finer detail. Design remains an important consideration and, while simplicity is not quite as necessary as it is with slides, boldness and colour are very useful. Properly designed visual presentations speak for themselves. An image of the 2024 Visual Presentation winner is included on page 4 as a guide.

Overall, the flow of information should complement the way people read. English speakers read from left to right, top to bottom. Designs that ignore reading flows risk confusing and losing readers.

Columns

Dividing your visual presentation into columns to present segments of text and illustrations is an effective way to order material. Do not make the columns too wide or the reader will find it difficult to find his or her way back to the beginning of the next line. Using a single column may be difficult to read; two or three columns are easier to follow and can easily fit into a visual presentation layout.

White space

Do not be afraid to leave some white space between items or segments of text. White space can help draw attention to a particular part of your visual presentation, and—if used well—can increase the overall attractiveness of the design. Too much information crammed into a space can confuse readers and reduce comprehension.

Section devices: arrows, numbers and borders

Make it easy for the reader to follow idea development. Devices such as arrows, or numbering for sections, usually helps move a reader from one step to the next.

Where a visual presentation is likely to be text heavy, information should also be communicated, where possible by the use of arrows, graphs, photos, graphics, tables (although it is recommended that these be converted to other forms, such as graphs), and by putting subsidiary points or lists in text boxes.

Borders or a common background colour can group text and illustrations that belong together. Readers tend to understand content more easily when reading black text on light-coloured backgrounds. In text boxes, the text and headings should be black and the background colour should be a light tint of about 10 - 15 per cent.

Text

Body text should be readable from about one metre away. It is recommended that text be at least 24 pt in size (although it depends on the font used) and should be a serif font, such as Times New Roman, to increase readability. Heading and subheading text is best as a sans serif font, such as Arial Narrow or Condensed, Gill Sans or Helvetica.

You should choose two or three fonts for the text in your visual presentation (body text, headings, captions, etc.). The use of bold and italic variants can be effective. Any more than two or three fonts' risks distracting the reader; it interferes with getting your message across.

NB: Visual presentations work best when there is a mix of visual elements to attract the eye. A guide for a low-text visual presentation, would be 300–600 words.



Text-heavy visual presentations

For those authors preparing a text-heavy visual presentation (700–1000 words), the following are some suggestions to help improve its readability and look.

- Edit thoroughly — your text needs to be clear and concise, pared down to the bones of your work and broken up into logical segments under a hierarchy of headings. Try not to use jargon.
- Use graphics where possible — convert text and data to graphics (e.g. pie charts, graphs, etc.) where possible. Tables can be difficult to read, so presenting the data in a graph can improve the audience's comprehension.
- Use lists — express arguments in bullet points or numbered lists rather than paragraphs where possible.
- Use devices such as sidebars and breakouts — break-up a text-heavy layout using devices such as sidebars (extracts of some text from the main body of the visual presentation) and breakout boxes (information, usually boxed or otherwise set apart, that supplements the main thrust of the presentation). Examples of a sidebar and a breakout box can be found below. These devices should be placed after the words have appeared in the body text of your presentation so as not to distract the reader with a point that does not yet fit into the development of ideas.

Example sidebar



Posters work best when there is a mix of visual elements to attract the eye.

Digital: Screen-based

A mixture of elements including text and graphics, animations and videos can be used and will be displayed on a continuous loop throughout the conference. The duration of a digital visual presentation is not limited to a certain time; however, we strongly recommend a maximum of 6 slides or 3 minutes.

Each slide should contain one main idea or argument. If a slide is cluttered, readers can get confused or lose interest. Also take into consideration the varied speeds at which your audience will read and comprehend information. It is also helpful to include slide numbers so the readers know where your presentation begins and ends.

Editing

Thoroughly edit your visual presentation to ensure the content (text and graphics) is free of errors. Editing visual presentations is just as important as creating good design.

When editing, look for:

- spelling errors, which can be distracting to readers
- punctuation and grammar errors, which can sometimes alter the meaning of the text
- cluttered sentences, which could confuse readers
- disordered design, which could affect the overall message of your visual presentation.

Submission of the Final Visual Presentation

Final card-based or screen-based visual presentations must be sent to speakers@engeryproducers.au. Full details will be provided to you during the week starting **17 March 2025**. The final visual presentation must be submitted by **Tuesday 1 April 2025**.

Prior to being submitted to Australian Energy Producers, files should be

- saved in one folder and compressed (as a .ZIP file)
- saved with your reference number and the lead author/speaker's name e.g. AJ16001_Jane Smith on all files
- run through a computer virus detection program

Please note, your files cannot be seen by other delegates.



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Printed: Card-based

Files required:

- PDF of your visual presentation, in a high-resolution file
- Speaker's headshot/photo in .JPG format (300dpi)
- Speaker's company logo in either .EPS or .AI format

Digital: Screen-based

Files required:

- Your visual presentation in your preferred format, as listed under 5.2
- Word document listing
 - if your visual presentation includes any audio or video footage
 - what format your visual presentation is saved in
- Speaker's headshot/photo in .JPG format (300dpi)
- Speaker's company logo in either .EPS or .AI format

Onsite *Meet the Authors'* Session

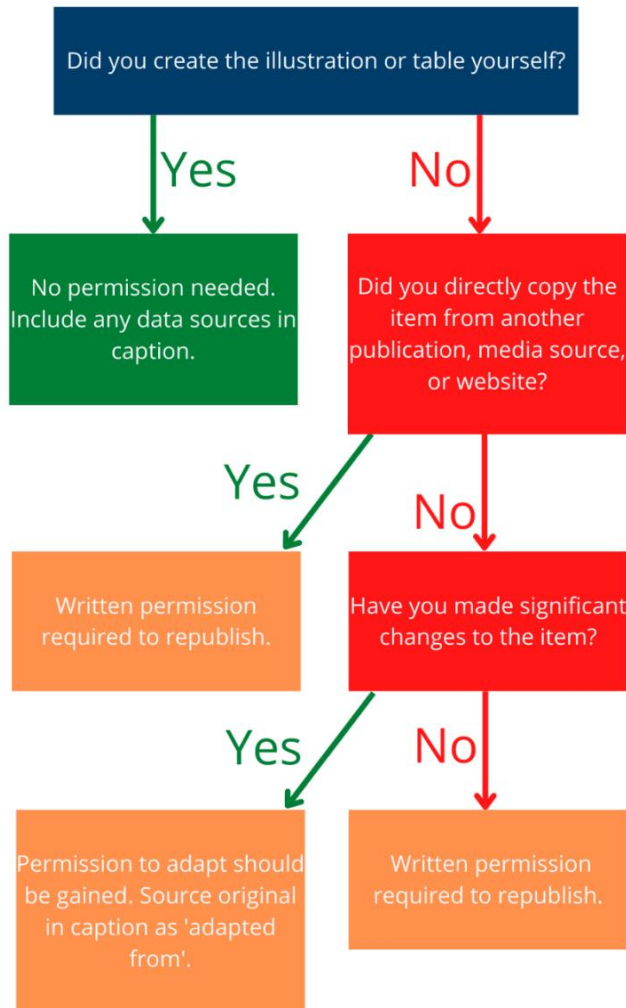
The Australian Energy Producers 2025 Conference & Exhibition **Meet the Authors'** session (session 14) is scheduled for **Wednesday 28 May at 12:45pm – 2:00pm** in the Visual Presentation Area of the Australian Energy Producers Exhibition. This is an opportunity for visual presentation authors to discuss their presentations, answer questions, and discuss issues with conference delegates.

Disclaimer

The information within this style guide is correct at time of publication, 24 October 2024.



Appendix 1. Reuse of Third-Party Material



Note: if an image or table is taken from an Open Access publication, written permission is usually not required as long as full credit is given. Please check the licence conditions under which the paper is published.