6th TRIPLE HELIX CONFERENCE

SUBMISSION GUIDELINES
POSTER PRESENTATION

COPYRIGHT

Authors are requested to include the following paragraph on the title page of the poster extended abstract to indicate acceptance of the copyright terms

Copyright of the extended abstract resides with the authors. Submission of an extended abstract grants permission to the 6th Triple Helix Conference Scientific and Organising Committees to include it in the conference material and to place it on relevant websites.

DEADLINE FOR SUBMISSION AND REGISTRATION

Papers must be submitted online by **16 April 2007**. Papers submitted after 16 April will not be included in the Conference Proceedings.

At least one author of an accepted poster must register their participation before May 1, 2007. If authors fail to register in time, the presentation space for the poster cannot be guaranteed.

POSTER EXTENDED ABSTRACT FORMAT

The extended abstract should be submitted as a maximum **four** pages Word document including a cover page.

The cover page should include the following (please also refer to annex for template)

- Title of Paper (bold and centred)
- Name, institutional affiliation and email contact of authors
- List of keywords
- Copyright statement
- Acknowledgements

Page format:
A4 size
1 inch margins at top and bottom
1.25 inch margins at left and right
Page numbering on bottom right

Font format:
Arial font throughout
12 point font for main text, smaller fonts may be used for tables or charts, if necessary

The extended abstract should include a concise description of the idea, the results, supporting imagery and figures, and a discussion of the impact or future directions of the work. Full literature searches are not expected, although a few relevant citations should be included.

References in text

Citations to bibliographic references in main text should be in the following forms:

"A study by Wayne and Roughton (2000) revealed that …"
"Massini et al. (1999) and Joshua (1998) conducted surveys of ….. "
"The literature provides substantiating evidence of this phenomenon, particularly in the fields of strategic networks (Bell et al., 2005; Bronson, 2002) and sociology (Zimmerman, 1998; Zimmerman and Hale, 2000)."

Format for List of References

Journal article:
Wilson, R. J. (1991). Shifting roles of women in media representation: The next generation. *Studies in Cultural Anthropology, 13*(2), 53-65.

Book:
Olsoma, M., & Maidere, D. (1993). *Chronology of culture: The history of tomorrow.* New York: Pocket Books.

Chapter in Book:
Jammersworth, N. W. (1988). Two sides of the same picture: The Utopia myth according to Barrie. In S. Collina (Ed.), *Explorations in Philosophy* (pp. 220-228). Westport, CT: Greenside Books.

Article from Website:
Lysander, T.M. (1996). *Same idea, different times.* Retrieved October 8, 1997, from Polish Politics Discussion site: http://www.polpoldi.net/13/art/101.html

GUIDELINES FOR POSTER PRESENTATIONS

The final poster size should NOT exceed 150 x 100 centimeters (approximately 60 inches x 40 inches).

Presenters may wish to bring printed technical reports or other material to hand out to interested attendees. Presenters are also encouraged to bring their laptop computers, in order to show images, play animations, and run interactive demos

At the conference, presenters are expected to mount their posters for attendees to view. Poster boards, pushpins and other material needed for posting your poster will be provided by the conference organizer.

The poster should communicate the essence of your message. Your task will be to answer questions and provide further details, to "drive" the interested attendee through your poster.

Some guidelines to consider when preparing your poster

- Keep the material simple. Your poster should cover the KEY POINTS of your work. Make your poster as self-explanatory as possible. This will save you time to use for discussions and questions.
- The ideal poster is designed to:
    - attract attention
    - provide a brief overview of your work
    - initiate discussion and questions.
- Make full use of the space, but do not cramp a page full of information as the result can often appear confused.
- Be concise. Write short sentences and use only pertinent information to convey your message
- Display your results clearly to attract people who have an interest in your work. Present only those that illustrate the main points of the project.
- Prepare a few handouts that explain the information in more detail.
- Use colour for highlighting and to make your poster more attractive. Think about what attracts you to posters and other visual displays. Use pictures, diagrams, cartoons, figures, etc., rather than only text wherever possible.
- Choose background and foreground colour combinations that have high contrast and complement each other. Do not use too many colours. Use preferably the light colour for the background as that is what people are used to seeing.
- Avoid using more than 2 font types as too many would distract the attention of the attendee, especially when they appear on the same sentence
- Use fonts that are easy on the eyes, such as Times New Roman or Arial.
- Use a large font for the title and headings, and label all figures and images.
- Prepare a short presentation (several minutes) that you can periodically give to those assembled around your poster. Be prepared to give it several times as people move through the area.

Annex: Template for Cover Page

Creative tensions in a Triple Helix framework of industrial collaboration

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Keywords: Creative tension, innovation, industry collaboration

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