SOC25 Poster Gallery

We're excited to announce the opportunity for speakers and practitioners to showcase their work at the Social Outcomes Conference 2025.

As a stable piece in our programme, our poster gallery lunch gives individuals, programmes, and projects an opportunity to present their work in a visual format. This is a unique opportunity to raise your profile and share work in poster-format to our audience of government advisors, civil servants, academics, and the wider community who work on social outcomes. If successful, your poster will be on display physically in the Inamori Forum and virtually on the SOC25 webpage. This format is appropriate for showcasing a project/programme's work or a new piece of research/tool with a bit more detail in a visual format.

This is open to both academics and practitioners.

Deadlines:

4th August 2025: If you would like to share a poster, please email golab@bsg.ox.ac.uk with a digital version of the poster by 4th August.

15th August 2025: Due to limited space at the conference, we may not be able to accommodate all posters. We will therefore be screening posters based on our core conference principles and will confirm whether your poster will be shared by 15th August.

4th September 2025: If successful your digital version will be shared on our website during the conference and, if you are attending in person, you should bring a physical version of the poster for display to reception on the 4th of September – we will provide more details closer to the time.

Specifications:

1. Posters must be portrait.
2. If sharing a poster, there must be a high-resolution digital version that can be shared, and it should be uploaded to golab@bsg.ox.ac.uk as a jpeg.
3. Physical posters should be A1 (594x841mm) or A2 (420x594mm)
4. Posters should include: a title, an overview of the work and its impact to date (or findings, for research and evaluation work), and some analysis is encouraged (such as successes or lessons learnt)
5. There should be no more than one poster per speaker

Tips:

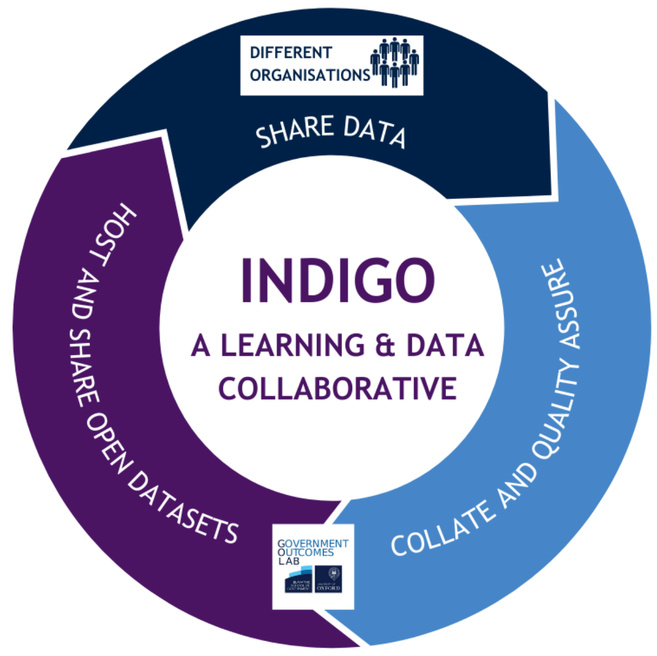
You can use software like Canva (which has templates), word or Power Point to create a poster. More professional software can include the likes of various adobe products.
You can convert a file to jpeg with various online tools like this: https://convertio.co/pptx-jpeg/
Below are some examples of posters.

THE INTERNATIONAL NETWORK FOR DATA ON IMPACT AND GOVERNMENT OUTCOMES (INDIGO)

Srinithya Nagarajan and Juliana Outes Velarde.
Government Outcomes Lab, Blavatnik School of Government, University of Oxford.

ABOUT INDIGO

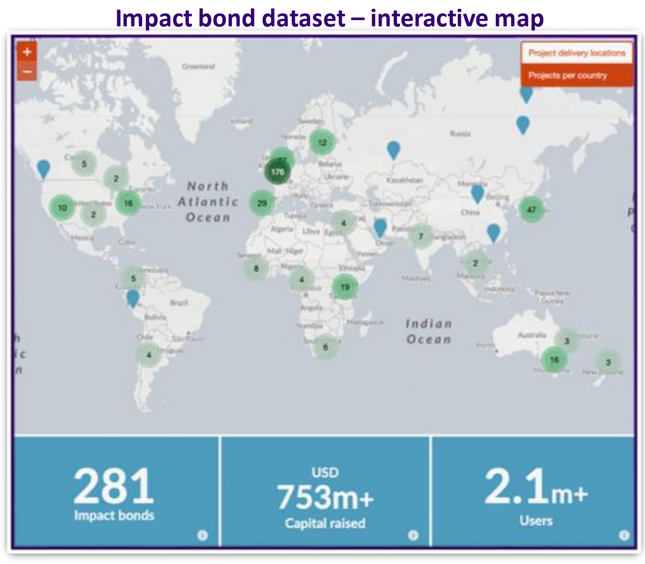
> INDIGO is a data and learning collaborative where different organisations share their data on voluntary basis with the aim of creating a series of open data assets and advancing our understanding of outcomes-based contracting.
> The INDIGO initiative includes **community** activities, a **system** for sharing data, and various tools and datasets available as **open data** on the GO Lab website.
> As an emerging data collaborative, we believe that helping more people share and use quality data will improve both the efficiency and effectiveness of these projects.



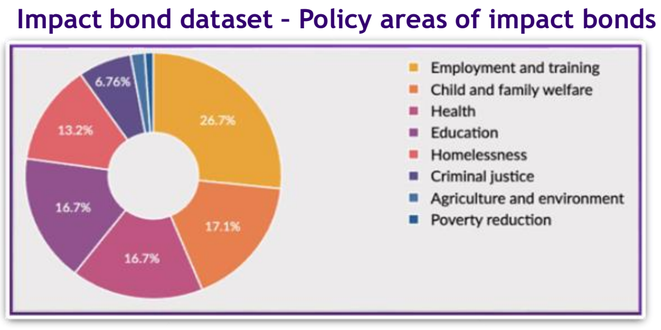
What have we achieved thus far?

> The Impact Bond Dataset and the Pipeline dataset are examples of INDIGO's collaborative approach of sharing data to advance our knowledges of outcomes-based contracting.
> The Impact Bond Dataset collects data on impact bond projects in their various stages of development from all over the world. The Impact Bond Dataset also includes Organisations Directory and Outcomes Fund Directory.

Impact bond dataset – interactive map

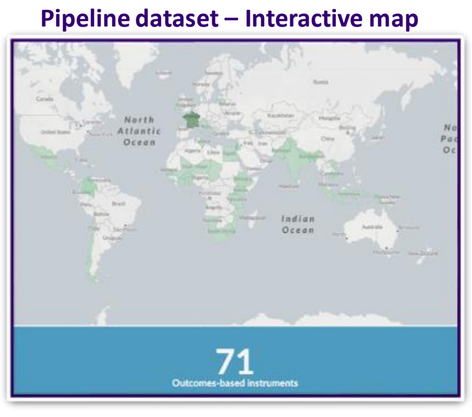


Impact bond dataset - Policy areas of impact bonds



> The Pipeline Dataset collects data on upcoming outcomes-based instruments such as impact bonds, outcomes funds, payment-by-results projects, social impact incentives, social impact guarantees and market building programmes.

Pipeline dataset – Interactive map



*data as of 27th July 2023

QUICK FACTS

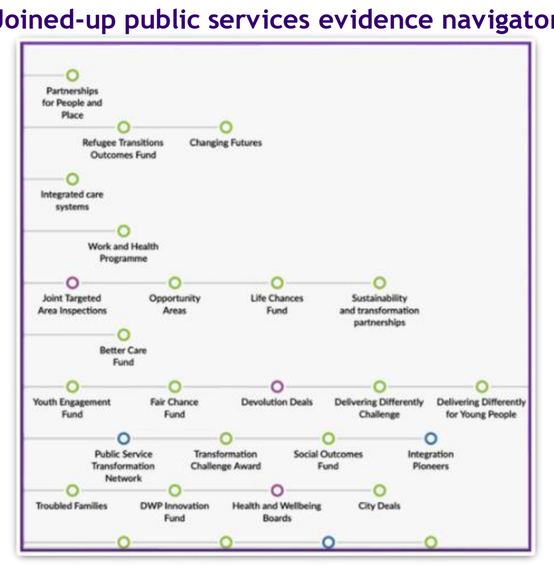
> Impact Bond Dataset hosts 281 impact bond* projects with a total of USD 753 million capital raised.

> Our community of practitioners meet regularly meet to share learnings and contribute to debates in the field. We have hosted 12 quarterly Peer Learning Sessions and 6 bi-annual Hack and Learn Events.

Other datasets and tools in the spirit of openness and collaboration

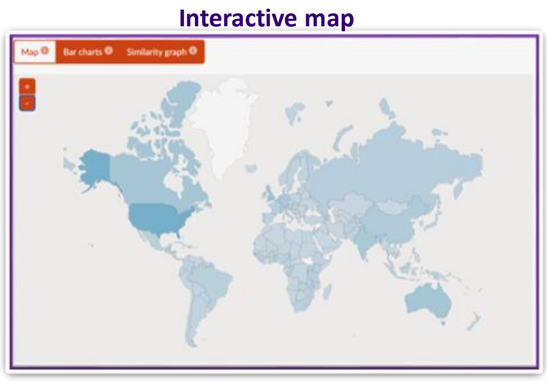
> Researchers from the GO Lab designed joined-up public services evidence navigator, where they share data on past initiatives where UK government attempted to join up public services

Joined-up public services evidence navigator



> Our Systematic Review of Outcomes Contracts - Collaboration tool (SyROCCo), a machine learning prototype tool, developed together with the University of Warwick and Alan Turing Institute, helps practitioners and policy makers navigate a large database on evidence around outcomes contracts.

SyROCCo machine learning tool – Interactive map



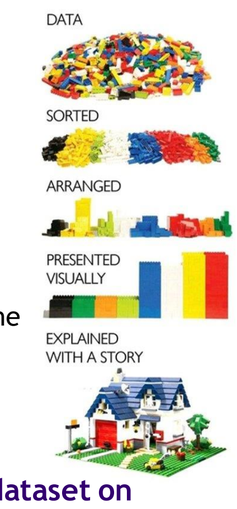
Maintaining & sense-making: a global data steward model

> We can't make sense of data if we don't understand the context where projects are delivered, and data is collected.
> It is essential to have a diverse group of data stewards with regional expertise that can help the INDIGO community extract the right insights and lessons from the data that we host.

> The Data Stewards actively engage with the community of practitioners of the region, provide feedback on the usefulness of the INDIGO data standards and propose changes when necessary.

A distributed network of data stewards

What's next?



1. Telling a data-driven story

> One of our key goals is to have more standardized data on outcomes achievement.
> Data on performance may be challenging to understand and our goal is to work side-by-side with the community to build narratives around the data and tell a qualitative story to aid in the interpretation of data.

2. Building a comprehensive dataset on outcomes-based cross-sector partnerships

> We want to create a larger dataset, that includes any cross-sector partnership with a focus on outcomes.
> There are many key decisions, especially on defining 'cross-sector partnership with an outcomes focus, to be made and we hope that the community plays an active role in the process.

3. Finding a middle ground between 'open data' and 'no data'

> INDIGO has developed "sandboxes" for those stakeholders that can't share their data openly (at least, not yet), but would like to share their data in a closed environment.
> This will allow the GO Lab to share learnings and insights - without showing all the original data or using it for any other purpose.

LEARN MORE ABOUT INDIGO

TIPS FOR DESIGNING BETTER RESEARCH POSTERS

Research posters are a common way to show the results of a project in the academic community. Researchers present posters at conferences as a way to communicate their work in a summarized way to a broader audience.
The research poster must be clear, concise and attractive in order to generate discussion and feedback from colleagues. However, it is not easy to achieve those goals when putting all your work in a layout. Here are some tips to help you design effective research posters that stand out.

PREPARATION

Before creating your poster you should consider the following questions:

- What is your target audience?
- What is your main message?
- What does your viewer need to know?

Once you've decided on the main content, make a rough draft or storyboard with the information, tables and graphics you need.

TEXT

Keep in mind that important information should be readable from about 2-3 meters away and attract interest from about five meters.

Use of bullets, numbering, and headlines, make it easy to read. However, do not add bullets to section headings, better use a bolded, larger font for demarcating sections.

Avoid blocks of text longer than 10 sentences.

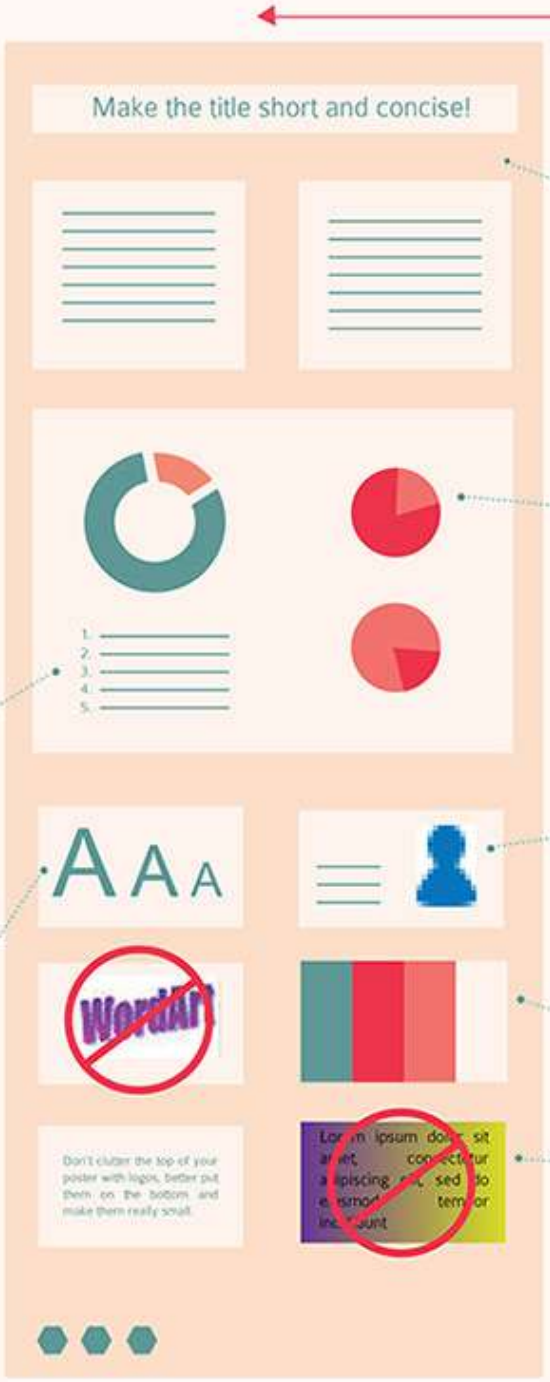
Use a sans-serif font like Arial or Helvetica and keep size around 70 - 100 pts, subheadings around 40 pts and body text around 24 pts.

Sometimes less is more, avoid any three-dimensional text or graphic.

PRINTING AND PRESENTING

Save the file in a PDF format with the correct size, if possible print a draft first and double check for mistakes.

Consider preparing handouts of your poster.



LAYOUT

Don't cram everything too tightly into the space. Aim for a word count of about 300 to 800 words.

Use 'negative' areas and create a grid to give your content room to breathe.

Find a focal point that will help draw your viewers in.

PHOTOS AND GRAPHICS

Use diagrams, graphs or flowcharts to help explain complex information visually. Keep about a 50/50 ratio of graphics to text.

Keep in mind the resolution of your graphics, use at least images with 150 dpi but no larger than 300.

Images that look good online may not be high enough resolution to look good in print at the size you want them to be.

COLOR

Try not to use too many different colors or gradients stick to a 3-5 color palette.

Avoid using unnecessary and distracting background textures or decoration.

Use a plain and light color background, deep blues and black backgounds often produce posters that are too dark and difficult to read.

SOFTWARE

Microsoft PowerPoint is the popular, easy-to-use software. However it is not the best option for poster design.

Adobe InDesign and LaTeX are the best options for text editing and layout but can be complex to use. Another option is Adobe Illustrator or Photoshop which are perfect for images and graphs.

References:
http://colinpurrington.com/tips/poster-design
http://www2.napier.ac.uk/gus/writing_presenting/academic_posters.html
http://guides.nyu.edu/content.php?pid=174875&sid=1471879