

SOC26 Poster Gallery

We're excited to announce the opportunity for speakers and practitioners to showcase their work at the Social Outcomes Conference 2026.

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.

Your poster will be on display physically in the Inamori Forum and virtually on the SOC26 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.

Deadlines:

14th August 2026: If you would like to share a poster, please email golab@bsg.ox.ac.uk with a digital version of the poster by 14th August.

17th August 2026: 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 if your poster will be shared by 14th August.

3rd September 2026: 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. Our team will be on hand at reception to collect these on 3rd or 4th September.

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 sent 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. The poster lunch will run from 12:00-13:15 on 4th September in the Inamori forum. Posters will be left on display until the end of the conference.

Tips:

You can use software like Canva (which has templates), word or Power Point to create a poster. You can convert a file to jpeg with various online tools like this: <https://convertio.co/pptx-jpeg/>

Below are some examples of posters.

Building partnership capability and skills to track social outcomes:

learning from the development of the OutNav software system

Dr Ailsa Cook and Dr Sarah Morton, Matter of Focus

Matter of Focus
Enabling Action. Changing.

Helping public services track social outcomes

Tracking the impact and outcomes of complex public services is hard. Service evaluations often focus only on numbers that miss the full story, or get swamped by qualitative data with no way to use it well.

Using a theory-based approach to evaluation, such as contribution analysis helps mitigate these issues. It supports services to bring together qualitative and quantitative data to track and improve both process and outcomes.

Over the past eight years Matter of Focus has developed and refined OutNav, a software tool that supports public service organisations to track the process and outcomes of their work.

A robust and practical theory of change approach

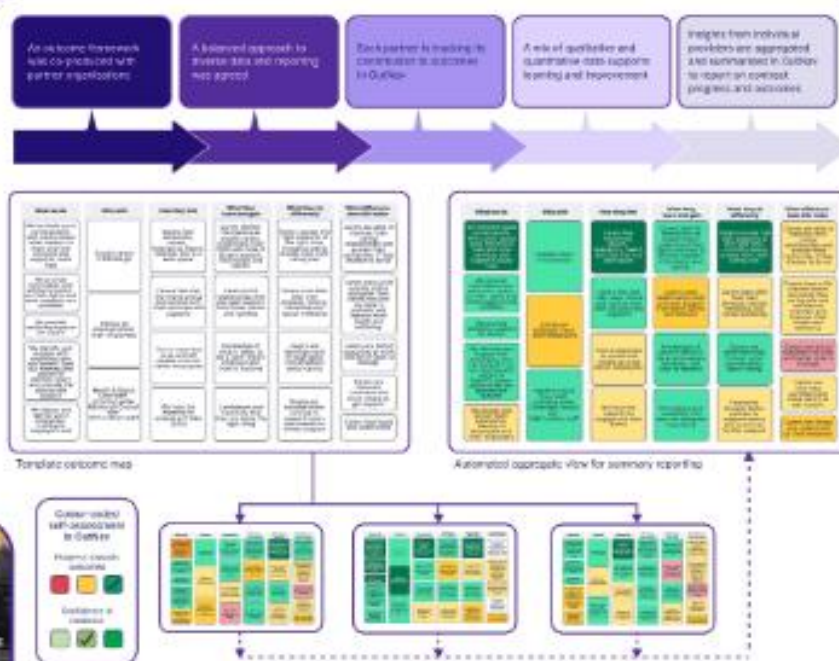
Using plain language headings, public service teams build outcome maps that break down the journey from activity to impact in a clear, shared way. This approach draws on contribution analysis, action research and deep experience in evaluating public services.

Outcome maps are central to the software, supporting planning, learning and reporting



Supporting public service organisations worldwide

Since its launch, over 200 organisations have used OutNav to track complex change, reflect on progress and report on outcomes. Learning and feedback from this real-world use has informed ongoing improvements. The tool supports diverse public service organisations and partnerships worldwide, from governments tracking policy impacts, to service providers, public bodies and academics.



Aldershot District Council Partnership from members collectively tracking their progress with OutNav

Learning from the development process

Investing in building capacity and skills

Public service organisations value tracking the outcomes of their work, but often lack the time, skills and systems to do so. Access to specialist software like OutNav supports capacity and skills but organisations still need to dedicate capacity to this work to make progress.

Overcoming data challenges

Many organisations have limited access to quality data. OutNav helps overcome data issues by supporting the triangulation of multiple forms of data and guiding a consistent, robust approach to analysis. Visualising where data is stronger or weaker highlights where capacity can be focused to fill evidence gaps.

Improving efficiency with a single, co-ordinated system

Building the outcomes framework, data, evidence, analysis and reports in one place creates significant efficiencies. It makes a co-ordinated approach to theory-based evaluation at scale possible.

Capturing learning is essential to making good progress

OutNav provides a single place for all reflection and learning. It ensures that the expertise of people delivering change and using services is captured in the evaluation process and used to improve outcomes.

Next steps

Embedding AI in an ethical, safe and effective way is the focus over the next year.

We know that the right software can address gaps in capability and skills, but organisational capacity challenges remain. AI brings exciting opportunities to streamline analysis tasks and deliver quick insights for organisations using it at scale.

We are keen to connect with other teams embedding AI in public services.

Please get in touch

info@matter-of-focus.com
www.matter-of-focus.com

OutNav





Kirklees Better Outcomes Partnership

Supporting people at risk of homelessness in Kirklees to live independent and fulfilling lives, in their own homes

Kirklees Better Outcomes Partnership (KBOP) was developed in 2019 as a collaborative ambition to prevent homelessness and deliver better outcomes for individuals across Kirklees, in a more efficient and effective way. Its first five years of delivery were co-funded by the Life Chances Fund.

Together with partners, we work to understand peoples' ambitions and goals, while challenging perceptions, practice, and deficit-based assumptions. We strive to give individuals the confidence to believe in themselves and their strengths, so they can overcome barriers independently and feel safe, secure, and happy in their home.



80%

of KBOP participants find and maintain a home



KBOP developed employment support alongside its core housing/ wellbeing offer, assisting **550+** people to find and start a new job.



We have supported over **6,300** people to achieve **42,000+** outcomes



The impact of our work has generated estimated savings across local & national government of **£142m**

KBOP's programme is shaped by working closely with our forum members, mentors, and our colleagues with lived experience. This helps us understand the complex environments and nuances that everyone involved - from staff to communities, to individuals using the services - are experiencing. An example of this is the development of our **Peer Mentoring programme**, which brings together volunteers with lived experience to work with, inspire and support participants.

Achieving outcome expectations 4 months early



<https://www.kirkleesbetter-outcomespartnership.org/>
hello@kbop.org



BRIDGES
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pdap



Department for
Digital, Culture,
Media & Sport



Kirklees
COUNCIL



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.

References:

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

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 backgrounds 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.

