

POSTERS & EPOSTER GALLERY

The anatomy of a modern ePoster solution.

Most poster tools are a viewer with a search box, bolted to the side of a programme that lives somewhere else. They render a PDF and stop. This is what the rest of the system looks like — and what several hundred posters are actually worth once it exists.

AGENDA AT SCALE

USABILITY

DISTRIBUTION

ANALYTICS

GLOBAL SEARCH

SPEAKER CRM

CONTENT MARKETING

The screenshot displays a web browser window with the URL `posters.yourcongress.org/gallery/A-1042`. The main content area shows a poster titled "#A-1042 · DIGITAL PROGRAMS & CONTENT STRATEGY" with the subtitle "Post-Event Utilization of Expert-Generated Congress Content: Evidence That the Constraint Is Architectural" by "C. Carver¹, on behalf of the Sessionboard Content Lab¹". The poster is structured into four columns: BACKGROUND, METHODS, RESULTS, and CONCLUSIONS. The METHODS column features a flowchart diagram. The RESULTS column contains a horizontal bar chart. The CONCLUSIONS column includes a text box stating "The constraint is the system of record — not awareness, capability or budget." To the right of the poster, a sidebar provides additional details: a "POSTER #A-1042" label, the title "Post-Event Utilization of Expert-Generated Congress Content", the author "C. Carver, on behalf of the Sessionboard Content Lab", and session information: "Session Moderated ePoster 04", "Board E-14", "Track Digital Programs", "Disclosure On file", and "Embargo Lifted". Below this information are four buttons: "Ask the author", "Save", "Citation", "Link & QR", and "Download".

Single poster view — the record an attendee opens from the gallery, a hall screen, or the QR label on the board.

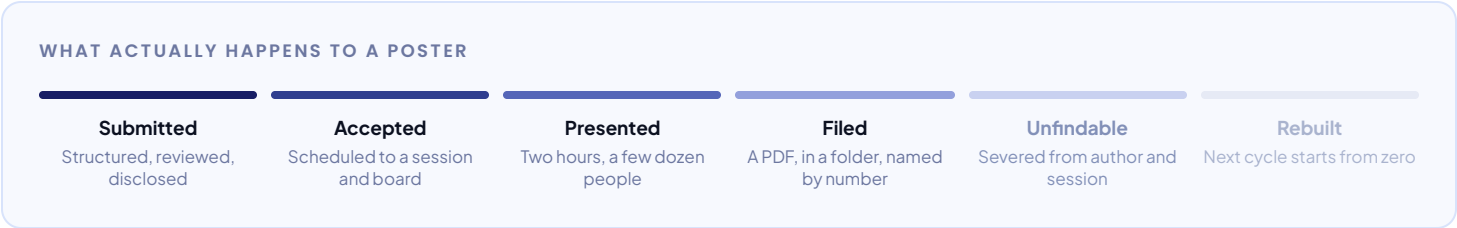
THE TELL

If your poster tool cannot tell you which author, which topic, and which question drew the most attention this year, it did not collect a programme. It stored some files.

THE POSTER HALL PROBLEM

Your densest concentration of member expertise. Gone in seventy-two hours.

A large congress accepts hundreds — often thousands — of posters. Every one of them is a named expert, a peer-reviewed topic, a signed disclosure, a stated learning objective and a finding. Your committee spent nine months producing that. It is presented for two hours, and then it is rolled into a tube.



Two ways to treat the same file

The difference is not the viewer. It is whether the poster is a deliverable that closes, or a record that stays open.

	POSTER AS A DELIVERABLE	POSTER AS A CONTENT RECORD
Where it lives	A separate poster tool, beside a programme managed elsewhere	On the same record as its abstract, author and session
After load-out	Archived, or quietly deleted at contract end	Stays live and searchable, indefinitely
Who can find it	Whoever kept the link and knows the poster number	Any member, by topic, author, session or keyword
What it yields	A view count, if anything	Topic demand, author performance, unanswered questions
Next cycle	A fresh call for abstracts and the same twelve names	An enriched expert network and a scored topic signal
Cost of the gap	Paid again every year, invisibly	Compounds instead of resetting

Across nine content labs with more than 175 event content professionals, the description was near-unanimous and unprompted: **a graveyard of content**. Not an awareness problem. Not a staffing problem. A systems problem.

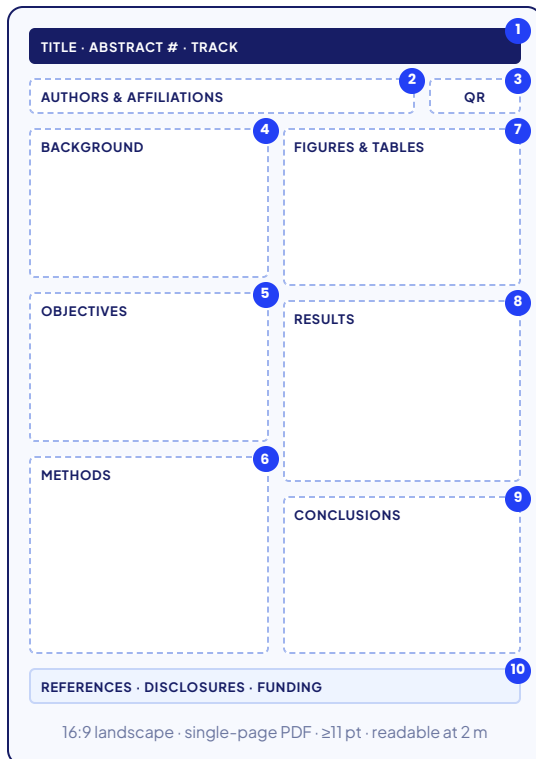
THE TELL

Ask what happens to your posters when the contract ends. If the honest answer is “we get an export,” the content was never yours in that system to begin with — it was hosted for you, for a while.

ANATOMY → METADATA

Every poster is already structured data. Most platforms flatten it.

A congress poster has a fixed anatomy because each zone answers a downstream obligation — accreditation, disclosure, embargo, indexing, credit. The author fills all of it in at submission. Whether it survives as queryable fields or collapses into one flat PDF is a decision your platform makes for you.



IDENTITY

abstract_id title track session_id board_no keywords[] format

PEOPLE

presenting_author co_authors[] affiliation credentials coi_status
contact

SCIENCE

objectives study_design population findings conclusion
learning_objectives[] taxonomy_terms[] embargo_date

PROGRAMME

session sub_session date_time room moderator review_scores
decision_history

ENGAGEMENT — CREATED AFTER PUBLICATION

views saves questions qr_scans search_terms[] downloads

ONE POSTER → FORTY-ODD FIELDS → FOUR TEAMS WHO NEVER HAVE TO ASK YOU FOR ANYTHING

Programme

Topic demand scored from real behaviour, not committee instinct

Education

Learning objectives already captured, so posters can become enduring materials

Marketing

Attributable, disclosed, quotable content with a named expert attached

Membership

A searchable library that gives members a reason to return between meetings

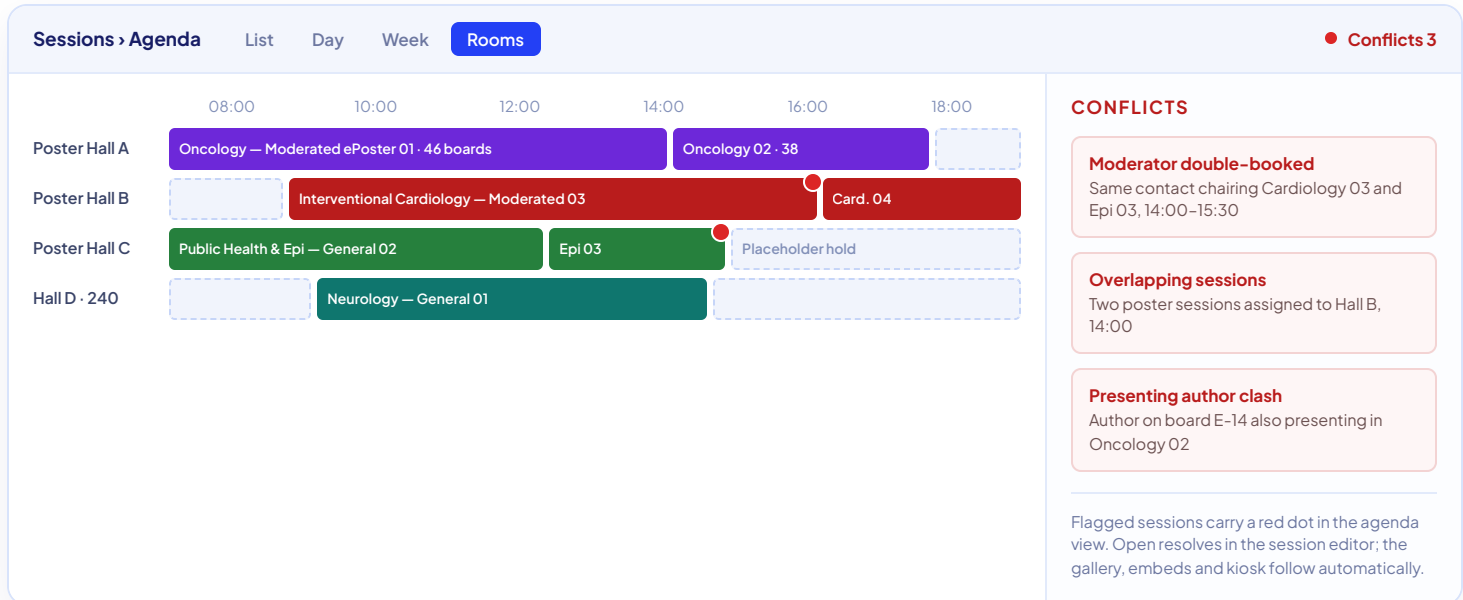
THE TELL

Ask your provider to filter your posters by learning objective, or by disclosure status, or by author credential. A modern platform returns a list. A viewer returns a search box and hopes the words appear in the PDF.

AGENDA MANAGEMENT AT SCALE

A thousand posters is a scheduling problem before it is a content problem.

Poster sessions are not a side gallery. They are hundreds of sub-sessions with moderators, boards, rooms and time blocks, still moving the week of the show. Run them in a separate tool and every change becomes a manual reconciliation between two schedules — until the board in the hall stops matching the listing in the app.



📅 Drag-and-drop scheduling

Move a session across day, time or room; changes save on drop and can notify the speakers attached.

🗂️ Five views, one schedule

List, day, week, month and a rooms timeline that zooms out to every hall at once.

✎ Bulk and in-line edits

Change a hundred sessions at once, or fix a title in place, with notifications going out as you do it.

🔗 Embeds and feeds that follow

Styled agenda embeds and data feeds auto-sync, so the public programme listing never lags the internal schedule.

⚠️ Automatic conflict detection

Overlapping sessions and double-booked speakers, chairs and moderators surface in a dedicated Conflicts tab.

☰ Sub-sessions

One poster session holds its posters as children — the structure a moderated ePoster block actually has.

🕒 Placeholders & default durations

Hold time for blocks not yet assigned; session length applies automatically from the format.

⬇️ Download by track, room or in bulk

Hand the print provider exactly the boards for Hall B, or every poster in one pass.

At a thousand posters, the edge cases are the job. A moderator chairing six blocks. A hall swap at 18:00 the night before. Two withdrawals and a late-breaker. When posters and programme share one record, that is three edits. When they do not, it is three edits, two exports and a reprint.

THE TELL

If your poster tool keeps its own schedule, you do not have a poster tool with a schedule. You have two schedules, and one of them is wrong by Tuesday.

USABILITY — THE GALLERY

A gallery people actually explore, not a list they give up on.

The test of a poster gallery is whether an attendee with fifteen minutes finds the four posters worth their time. That takes real filters on real fields — track, session, day, author, keyword — not a text search across flattened PDFs. Branded, on any device, no app and no login.

Annual Congress 2026 · ePoster Gallery

1,284 posters · 38 sessions

TRACK

- ☒ Oncology · 214
- ☐ Interv. Cardiology · 186
- ☐ Public Health & Epi · 152
- ☐ Neurology · 141

SESSION TYPE

- ☒ Moderated ePoster
- ☐ General poster
- ☐ Late-breaker

DAY

- ☐ Mon 4 Oct
- ☒ Tue 5 Oct
- ☐ Wed 6 Oct

MORE

- ☐ Has learning objective
- ☐ Disclosure on file
- ☐ Author present now

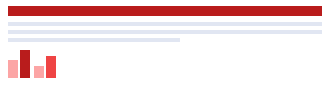
Relevance
My List 6



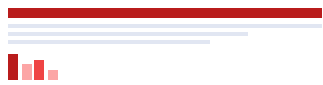
#243
Circulating tumour DNA kinetics during neoadjuvant therapy
H. Yamamoto, L. Meyer



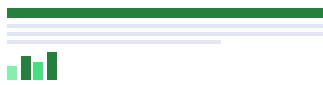
#243
Fertility-sparing strategies after adjuvant counselling
T. Pereira, R. Okonkwo



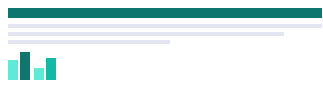
#241
Five-year outcomes of transcatheter mitral repair
M. Holt, S. Pereira



#241
Imaging guidance in complex bifurcation stenting
M. Holt, A. Nasser



#240
Community health worker programmes and hypertension
G. Wilson, V. Osei



#238
Digital cognitive assessment for mild impairment
A. Nasser, K. Brandt

What an attendee can do without asking anyone

Ask the author

A question routes to the organiser, then to the author, who answers from their portal. Admins can see the thread.

Save to My List

Build a shortlist in the hall, revisit it on the flight home — and again in March.

Cite, link, download

Copy the citation, grab the link or QR, add the session to a calendar, download the file.

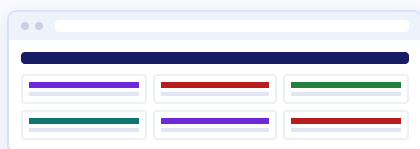
THE TELL

Open your current gallery on a phone, in a crowded hall, on venue wifi, and try to find every poster on one topic presented today. That is the actual use case. Most tools were never tested against it.

DISTRIBUTION

Publish once. Render everywhere it needs to be.

Most tools make you choose between a digital gallery and a physical poster hall, or run them as two disconnected projects with two upload deadlines. Every surface below renders from the same programme record, so a correction made on Tuesday morning is correct on the screen in the hall, in the listing on your site, and behind the QR code on the board.



Online

A branded, searchable gallery on any browser — before, during and long after the meeting. No app, no login.



On your screens

Kiosk mode: the same gallery, full-screen and touch-friendly, on the displays in the poster hall.



On your boards

Bulk-export print-ready files for your provider, with QR labels linking each printed board to its digital record.

The fourth surface

The one most tools forget: the author.

Upload once

PowerPoint, PDF, Word or video, against the format and deadline you set.

Answer questions

Replies to attendee questions come from the author's own portal.

Promote the meeting

Authors share their own poster link — the most credible marketing you have.

The point is not three features. It is that all three render from one programme. Update once and every surface is current — no duplicate uploads, no version drift between the screen in the hall and the link you emailed last week.

THE TELL

Count the number of times a single poster file gets uploaded before your meeting opens. If the answer is more than one, you are paying people to keep two systems in agreement.

REPORTING, ANALYTICS & SEARCH

Which research actually drew a crowd?

Most poster tools stop at “we hosted it.” The number that matters to a programme committee is not how many posters were published — it is which ones people opened, saved, questioned and searched for, and which topics they searched for and did not find.

Most-viewed posters

1	#244 · CSF biomarker trajectories in preclinical disease	3,180
2	#243 · Circulating tumour DNA kinetics	2,742
3	#241 · Five-year outcomes, transcatheter repair	2,109
4	#238 · Digital cognitive assessment	1,884
5	#240 · Community health worker programmes	1,655

Most-interacted — saves, questions, downloads

1	#243 · Circulating tumour DNA kinetics	418
2	#240 · Community health worker programmes	377
3	#244 · CSF biomarker trajectories	311
4	#236 · Pharmacy-led hypertension follow-up	289
5	#241 · Five-year outcomes, transcatheter repair	254

What attendees searched for — and whether you had it

Tue 5 Oct · gallery search log

SEARCHED · WELL COVERED



SEARCHED · FEW OR NO RESULTS



The right column is next year's call for abstracts. Members told you what they came looking for and could not find. No survey required, and no committee instinct involved.

Global search — across every meeting you have run

ORG-LEVEL · BUILT ON REQUEST

Q cardiac amyloidosis

all events · 2019–2026

Annual 2026
18 posters
11 authors

Annual 2025
14 posters
9 authors

Regional spring
6 posters
5 authors

Webinars
4 sessions
same experts

One query answers the question a member asks and a sponsor pays for: **what does this organisation know about this topic, and who here knows it?** The poster gallery is event-level by default; aggregating a portfolio into one searchable body of work is built for organisations that ask.

THE TELL

Ask for last year's most-searched terms with no matching poster. A modern platform exports the list. Most tools have never stored it — which means the single most valuable thing your attendees told you was discarded on the way to the view counter.

SPEAKER CRM

Every poster makes the author record permanently smarter.

A poster is not only content. It is evidence about a person: what they work on, how their work performs with your audience, whether their disclosure is current, and whether they show up. In a standalone poster tool that evidence dies with the event. On a connected record it accumulates — and it is what makes next year's sourcing cheaper than this year's.


Hana Yamamoto, MD, PhD
 Associate Professor, Medical Oncology · sample record

Oncology
 ctDNA
 Neoadjuvant

PARTICIPATION HISTORY — ONE RECORD, EVERY PROGRAMME

2026	Poster #243 · Circulating tumour DNA kinetics · Moderated ePoster 01	2,742 views
2026	Reviewer · Oncology track, round 2 · 34 abstracts scored	completed
2025	Webinar · Minimal residual disease, a practical update	641 reg.
2025	Poster #198 · Serial monitoring after resection	1,904 views
2024	Declined — topic retained as validated inventory	willing

ON THE RECORD

Disclosure	Current · 2026
Credentials	MD, PhD
Posters	5 · 4 meetings
Questions answered	27
Response time	< 24 h
Region	APAC

Attendees stay in your registration system.
Only experts — authors, reviewers, moderators, sponsors — live here.

Performance travels with the person

A poster that drew a crowd is a fact about that author next cycle — for a session invitation, a webinar, or a journal call.

Declined is not deleted

Every programme declines more than it accepts. Those are validated topics attached to named experts who already volunteered.

Searchable before you need them

"Who can speak on this topic, in this region, by March?" is a query, not a week of digging through last year's spreadsheet.

Your poster authors are the real subject-matter experts in your field — hand-selected over months of committee work, peer-reviewed, and disclosed. **They are the influencer network every B2B marketing team is trying to buy**, and you already have them on a list you cannot query.

THE TELL

Name, in under a minute, every expert in your network qualified to present on your top five topics. Almost nobody can. That is not a talent problem — it is a system-of-record problem, and it is why the same twelve people speak every year.

CONTENT STRATEGY, EDUCATION & MARKETING

A three-day meeting becomes a year of content.

This is the part that has nothing to do with poster software and everything to do with where the poster lives. Once posters are records inside the content layer rather than files inside an event, four teams who currently wait on you can serve themselves — and the measurement at the end writes back to the strategy at the beginning.

WHERE A POSTER SITS IN THE CONTENT LIFECYCLE



← MEASURE FEEDS STRATEGY — A LINE IS A PIPELINE, A CIRCLE IS A PLATFORM →

A poster touches five of the eight stages on its own. The two it does not reach without a content layer — **Create & Remix** and the return leg into **Strategy** — are precisely the two that make it worth more than the event it was made for.

Content strategy

Views, saves, questions and searches become a scored topic-demand signal. Next year's call for abstracts starts from what members looked for — including what they searched for and did not find — instead of what the committee assumes is hot.

Education & curriculum

Learning objectives, credentials and disclosures were captured at submission, so accepted posters can become enduring materials and continuing-education content without rebuilding the programme after the event.

Content marketing & AI visibility

Peer-reviewed, attributed, disclosed research from named experts is the most trustworthy content your organisation produces. It is also what determines whether you are retrievable at all as discovery becomes AI-mediated — and it is the content most reliably thrown away.

Membership & non-dues revenue

A searchable library of your field's research gives members a reason to return between meetings, gives sponsors a durable place to sit, and gives the marketing team something to publish in the eleven months when there is no event.

You spend nine months and a committee's goodwill curating the best experts in your field. **Then the content they produce is stored in a system built to check people into rooms.** That was defensible before every organisation was competing to be the trusted source an AI cites. It is not defensible now.

THE TELL

Ask your marketing team when they last used a poster from your annual meeting in a campaign. If the answer is never, the constraint is not their creativity — it is that they cannot find, filter or attribute anything in the folder you gave them.

SCORE YOUR CURRENT SOLUTION

Fourteen questions. Answer them about the tool you have today.

Take this into your next renewal conversation and tick only what your current provider can demonstrate live, on your data, without a services engagement.

PROGRAMME & AGENDA

- ☐ Poster sessions sit on the same schedule as the rest of the programme — not a second calendar.
- ☐ A double-booked moderator across two poster blocks is flagged automatically, before the show.
- ☐ A room change at 18:00 the night before is one edit, and every surface updates from it.

COLLECTION & STRUCTURE

- ☐ Each poster stays joined to its abstract, its authors and its session as one record.
- ☐ Disclosure status, learning objectives and embargo dates are queryable fields, not text inside a PDF.
- ☐ You can see at a glance which accepted posters are still missing, per session, per author.

EXPERIENCE & DISTRIBUTION

- ☐ Attendees can filter by track, session, day, author and keyword — on a phone, on venue wifi.
- ☐ The gallery, the hall screens and the QR labels on the boards all render from one upload.
- ☐ An attendee can ask the author a question and actually receive an answer.
- ☐ The gallery is still live, still searchable and still yours eleven months later.

MEASUREMENT & COMPOUNDING

- ☐ You can export the most-searched terms that returned no matching poster.
- ☐ Engagement rolls up to the author's record, not just the poster's.
- ☐ You can search every poster from every meeting you have ever run, in one query.
- ☐ Next year's programme can be built from this year's evidence without rekeying anything.

0 – 4

You have a PDF viewer with a search box. It is not failing — it was never built to do the rest.

5 – 9

You have a decent gallery bolted to a programme that lives elsewhere. The gap is costing you a cycle a year.

10 – 14

You have a platform. The remaining question is only how much of the portfolio it covers.

Complementary, not rip-and-replace. Keep your registration platform and your AMS. Sessionboard connects the poster experience to the wider programme without asking you to replace the systems that already work.

Bring us your hardest poster programme.

A thousand posters, forty sessions, moderators chairing three blocks each, and a hall swap the night before. We would rather show you that than a slide.

[Request a demo](#)
[SESSIONBOARD.COM](https://sessionboard.com)