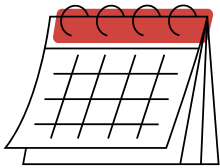


We're excited to introduce a new presentation format for the 2024 BNA Members' Meeting.

PosterBytes are short, engaging videos, designed to communicate key messages to a broad audience.

The change from traditional, static posters offers an opportunity to utilise new technologies to improve the way we communicate developments in neuroscience research.

Accepted PosterBytes will be shared during the BNA Members' Meeting via the Swapcard platform, and also on the BNA's YouTube and social media channels.



Key dates:

- Poster video submissions will be open from **28th February – 3rd April 2024**.
- Selected posters submitters will be informed by **Monday 15th April 2024**.
- BNA Members' Meeting: **24th – 25th April 2024**, online

This document includes practical advice on how to produce your PosterByte. For more information, view our webinar: <https://youtu.be/yYH1i9oSGiM>

Should you require any further assistance or advice for creating your PosterByte, please do not hesitate to reach out to us: alex.baltazarhall@bna.org.uk

How your poster will be used

By submitting your video poster to the BNA, you are granting permission for us to publish this video on any online or offline digital platform including, but not limited to, TikTok, YouTube, Facebook, Instagram and the BNA Website, as well as the Swapcard platform that the Members Meeting is hosted on.

The primary platform used will be the BNA TikTok channel, @BritishNeuro.


Here it will be shared with the hashtags: #BNAPosterBytes #BNAMembersMeeting plus any other relevant tags. (For example, #Neuroscience #DataScience #Psychology etc)

Please only submit a video that you are happy to be made public. Do not include any sensitive or personal information or data that is unpublished or not ready to be seen publicly.

You can withdraw permission at any point and have your video removed from the BNA's platforms by requesting this in writing by e-mailing alex.baltazarhall@bna.org.uk. However – please note that published videos can be shared, downloaded and copied by third parties and the BNA has no control over this.

PosterByte requirements

All videos should be

- no longer than 2 minutes
 - recorded in 'vertical' or 'portrait' frame with an aspect ratio of 9:16
 - submitted in MP4 or MOV formats
 - Be no larger than 2 GB in size
 - Make good use of the video format (i.e., do not just film an existing static poster with no additional commentary)
 - Explain the study findings and methods in lay terms so that the video can be understood by a wide audience
- 

How to create your PosterByte on TikTok

TikTok as a video production platform has several free to use editing tools that make creation of video posters easy.

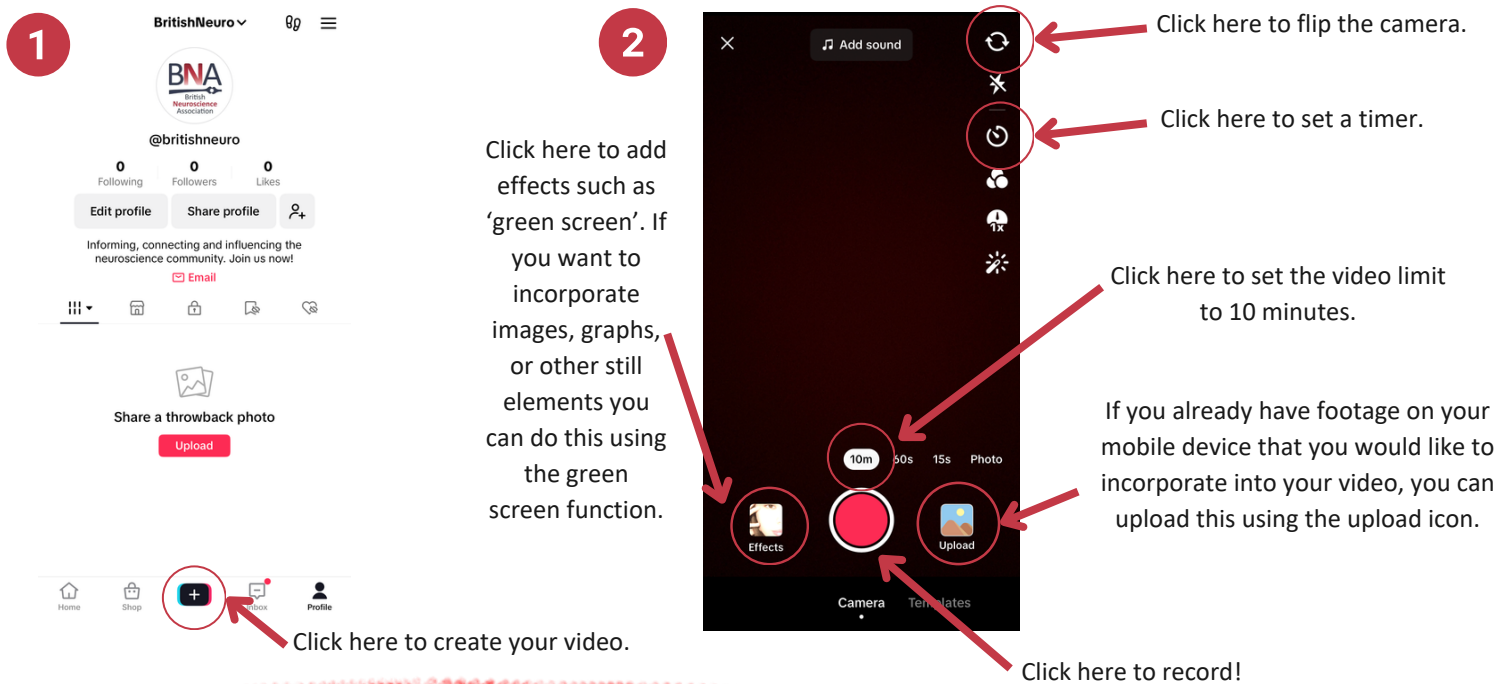
You will need to use a mobile smart phone with an inbuilt camera.

First you will need to download the TikTok app from the App store, Google Play Store or wherever you download your mobile applications from.

When you first download the app, it will not immediately require you to create an account as you can watch videos on the platform without requiring a log in. However, to create videos you will need to create a free account.

To do this, tap the profile button in the bottom-right corner of the screen. Then tap 'sign up with phone or e-mail' to create an account using your phone or e-mail address. Then complete the form to set up your account.

Once you have created an account, you can start putting together your video.



Tips and advice

The first 10 seconds are the most important

It's really important to communicate your key messages in the first 10 seconds - otherwise many people will scroll away if you haven't captured their attention.

Explain it simply and avoid jargon

Many of the viewers who see your video may not have an in-depth understanding of your area of research. Keep your explanations simple and use accessible language.

Help the audience understand why your findings are important

It's important to explain your research in the context of the 'bigger picture'. Highlight your research's impact.

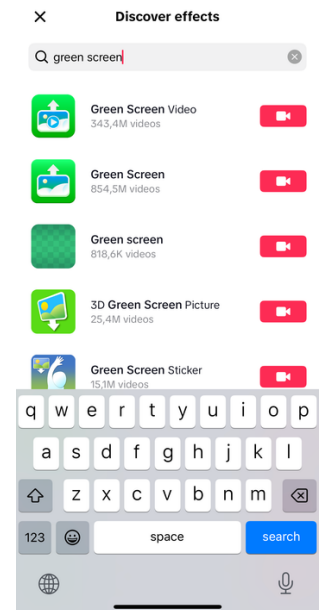
POSTERBYTES

Tap the effects icon on the left of the record button to access the green screen effect.

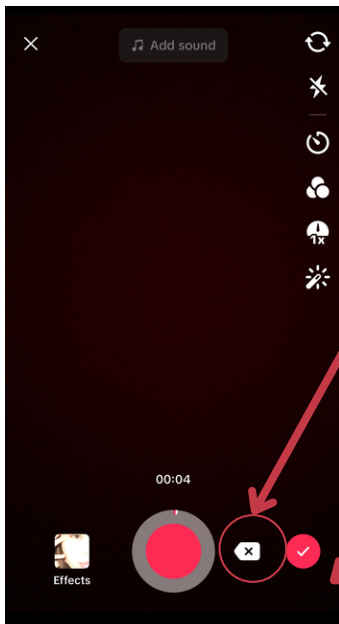
Green screen allows you to add images (such as graphs, figures, diagrams) behind you on the screen!

Your face will appear over the image, allowing you to talk about the image and point to it.

3



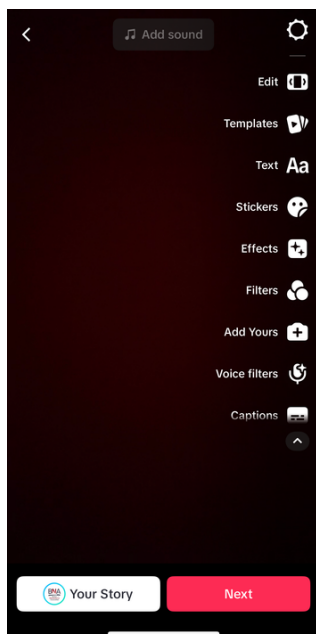
4



If you want to re-do a clip, you can click the arrow icon on the right of the record button. This will give you the option to discard your last clip and record it again.

Once you are happy with what you have recorded, tap the red tick on the right of the record button. This will then play what you have recorded on a loop so you can watch it in full.

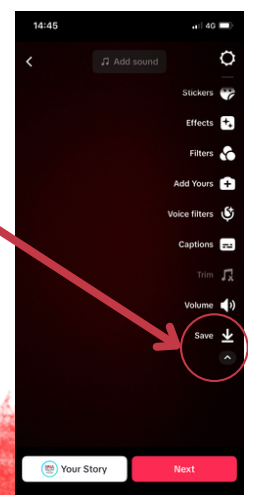
5



If you want to edit the footage you have recorded, tap the 'edit' icon on the right-hand side to access more editing options such as trimming clips.

You can also add subtitles here by tapping on the 'captions' icon.

6



Once you are happy with how your video looks, scroll down through the options on the right hand side and click 'Save'.

Sending your PosterByte to the BNA

Save your video to your phone's camera roll. Complete the [submission form](#) and send your video via WeTransfer as an mp4 or MOV to alex.baltazarhall@bna.org.uk.



POSTERBYTES

Q&A

Do I need to use TikTok to create my Posterbyte?

No, you don't need to use TikTok! You can use any platform you are comfortable with, like Instagram for example. You can even just create a normal video using your phone camera. We would definitely recommend TikTok or Instagram as they offer options for engaging backdrop images, text, captions and music overlaid, however feel free to create your video however you like, as long as it is in portrait and no longer than 2 minutes.

Who will see my PosterByte?

PosterBytes will be presented to BNA members at the Members Meeting, and they will then be posted publicly to our social media channels. When submitting your PosterByte to us, you will fill out a form where we are asking for your permission for your video to be shared across our channels.

Can I submit a pre-registration PosterByte?

Yes! We welcome posters about your plans for research yet to be undertaken (preregistration posters), as well as traditional posters about research already completed.

