

# Showcasing Research Work with Infographics

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## OUR OBJECTIVES

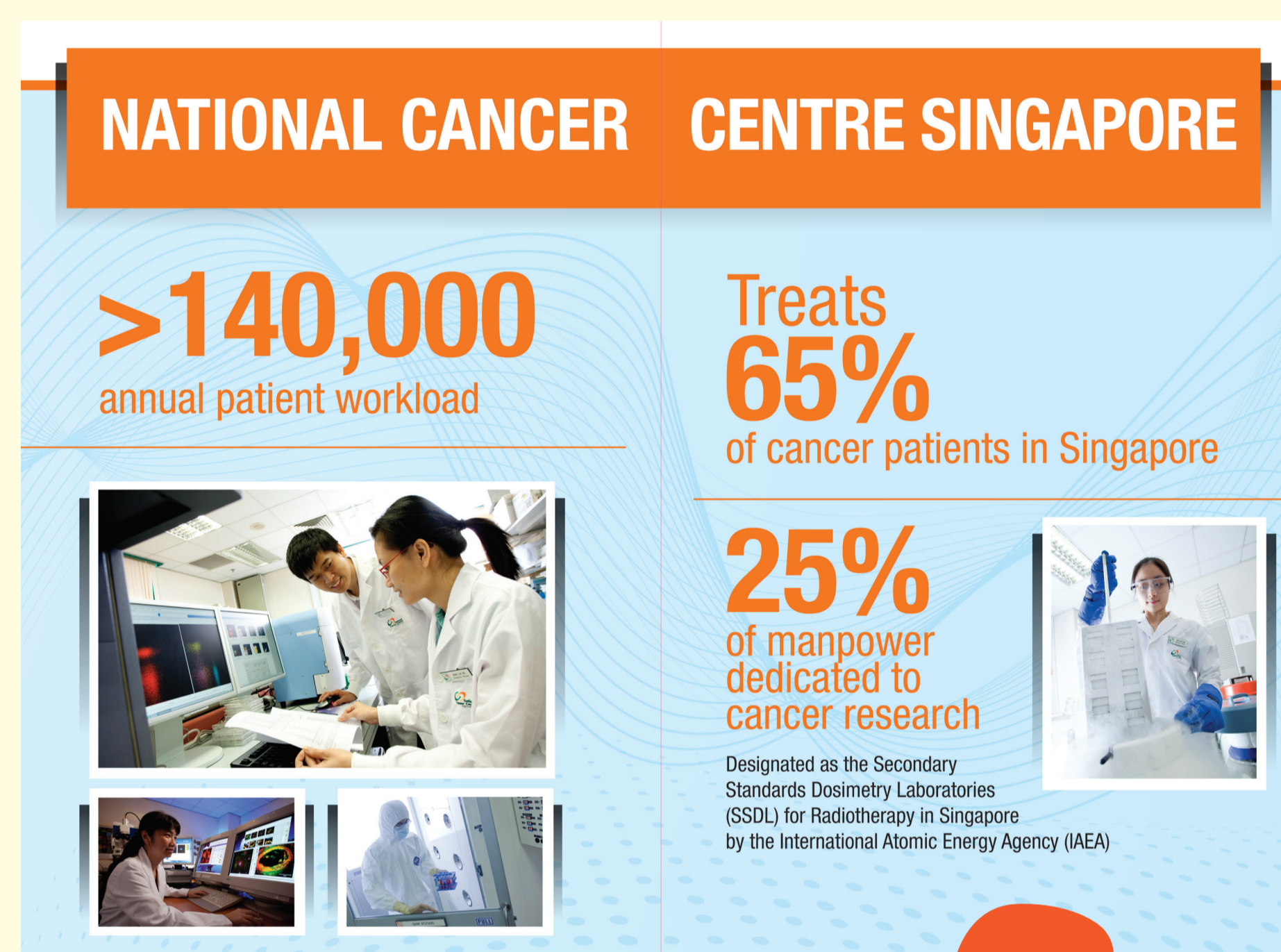
As the country's national centre for integrated cancer care, the National Cancer Centre Singapore (NCCS) one key focus is to engage in basic, clinical and translational cancer research. At the recent Asia's Biopharma Convention, NCCS took the opportunity to promote and showcase its treatment capabilities and its research work in an easy to read manner, and share with interested participants the knowledge and findings.

## PROBLEM STATEMENT AND METHODOLOGY

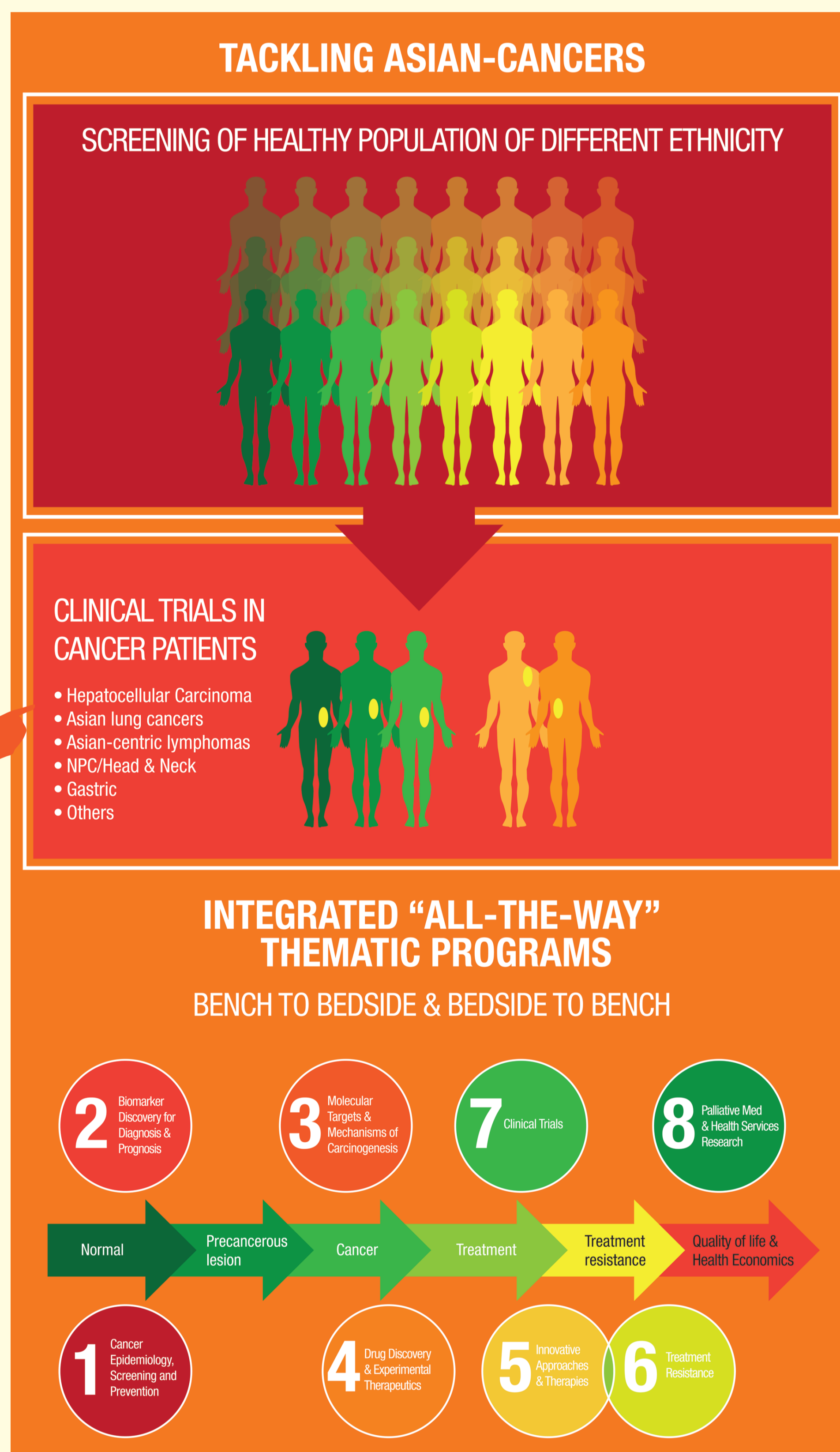
There are many complexed data to be shared with participants which may not be appealing if projected in editorial content only. Through the use of infographics with easy to follow colourful images, NCCS successfully overcame this challenge and attracted participants to its booth.

## CREATIVE PRESENTATIONS

With inputs from the researchers, the Corporate Communications Team came up with a set of posters which depicted what NCCS does and its research outputs. The information was creatively represented with infographics and the NCCS corporate guidelines such as the colour, logo usage were adhered to ensure a consistent look and feel.



### Past Poster Design



## REWARDING RESULTS

During the 2-day exhibition, many delegates were attracted by the creative graphics and statistics on the posters. At the close of the exhibition, NCCS was able to network with many relevant contacts which may lead to a continuing dialogue for possible collaborative work in future.



**30 leads\***  
generated

\*for NCCS researchers to follow up

## CONCLUSIONS

**Infographics** has proven to be very effective in attracting delegates who were drawn by the visual presentation of information to seek more information about NCCS. We will continue to use attractive infographics to present an otherwise dry and seemingly unattractive topic to the public. This poster has reinforced our belief to move forward in this direction to use infographics.



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