

“Pitch Your Science” 3 Minute Thesis Workshop

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Workshop Objectives

By the end of this workshop, you will be able to:

1. Identify and discuss features of an effective 3MT pitch
2. Find the core of your 3MT pitch
3. Develop strategies to make your 3MT pitch “sticky”
4. Practice your 3MT pitch and receive peer-feedback

3MT Rules and Criteria

- 1 slide
- No animation
- 3 minutes MAX
- Judging Criteria
 - Engagement & Communication
 - Comprehension & Content
- Judges - representatives from:
 - Arts
 - Science
 - Communications

Too Much β -catenin: Sticky Synapses, Sticky Memory

Pay attention to what the presenter is doing/how he is:

1. ***Communicating his research/content***
2. ***Engaging your attention and interest***

CBR Pitch-Your-Science Workshop



The University of British Columbia

Three Minute Thesis Competition

Final

Friday, March 2, 2012

12:00 – 1:30 PM



a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

FACULTY OF GRADUATE STUDIES

Too Much β -catenin: Sticky Synapses, Sticky Memory

In your small groups, discuss the following:

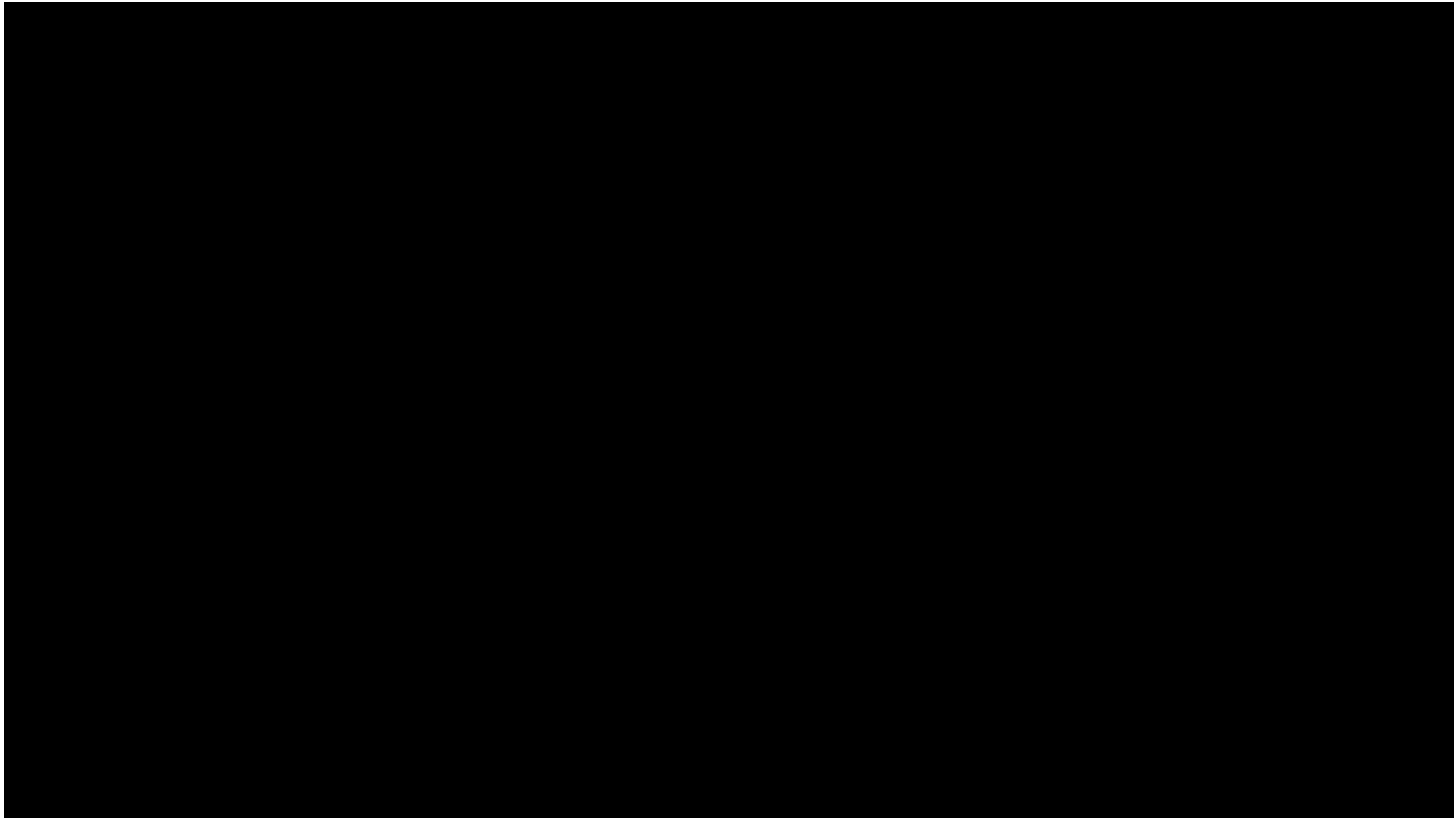
1. What was your first impression of this 3MT?
2. How did the presenter capture and maintain your attention?
3. How did the presenter avoid trivializing or generalizing their research?

Determination of Lysine Requirements in Healthy Pregnancy

Pay special attention to what the presenter is doing/how she is:

1. ***Conveying the complexity/content of her research***
2. ***Leveraging her supplementary visuals in her pitch***

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Determination of Lysine Requirements in Healthy Pregnancy

In your small groups, discuss the following:

1. What is your take-away from this talk?
2. How does the presenter deal with complexity of her topic?
3. How did the PowerPoint slide enhance the presentation?
4. How did the presenter budget their time on each element of the presentation?

***WHY/HOW* are they effective?**

- Hand motion (repetitive)
- Supplemental visuals (referral to synapse image)
- Take home message at end (simple message)
- Relevant daily experience – car keys, memory failure
- Transgenic mice – overexpressing vs too much protein
- Body language/presence
- Puzzle piece analogy
- Pause after “jargon”
- Asking general question/have a hook to engage audience
- Translational – impact/clinical/significance

Making It Stick - SUCCESSfully

- Simple** find the core of any idea
- Unexpected** grab people's attention by surprising them
- Concrete** make sure an idea can be grasped and remembered later
- Credible** give an idea believability
- Emotional** help people see the importance of an idea
- Stories** empower people to use an idea through narrative

Finding your core message

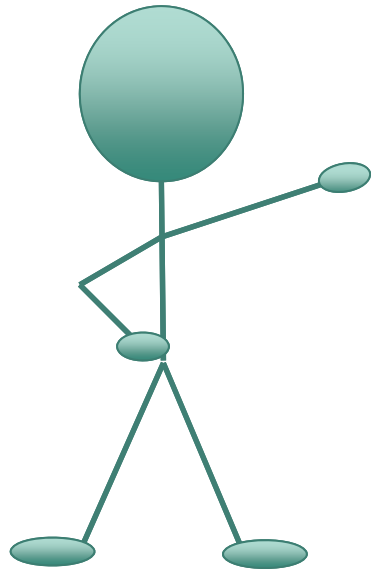
In the next 10 minutes, continuously put your thoughts in ink. Free-writing, creating mind-maps, drawing flow charts.

Think SUCCEsS.

*Relentlessly prioritize your take away messages. Your task is to **find one single core message!***

Supplemental Visuals

In the next 5 minutes, brainstorm what visual displays would enhance your 3MT pitch.



Pitch It!

