A brief guide to your
"Minute-to-win-it"
Flash Poster – Elevator Pitch Presentation

What is a Flash Poster Presentation?

• This is a trailer for your poster, not your poster in one minute.
• A one-minute overview of the big question at the heart of your research and why it’s exciting.
• Convey concepts and goals, not data!
• One slide (really just ONE slide….we know all the tricks).
• Timing is strictly enforced (a buzzer will end your minute promptly!)
• Slide MUST contain: your name, lab and poster number (your poster number will correspond with the location of your display and will be sent to you in early July).
• Email your single slide to amy.firth@med.usc.edu by 5:00pm Wednesday, July 12.

What should you DO to prepare?

• Include a simple graphical illustration or eye catching image.
• Why should the audience care? What is potential impact?
• What is your BIG picture question?
• Audience engagement – use of rhetorical questions, jokes, anecdotes, pop culture references…
• Leave cliffhanger at the end…

What should you NOT do?

• DO NOT include all aspects from the “DO” section above at same time.
• DO NOT present a mini poster.
• DO NOT require a laser pointer.
• DO NOT use acronyms (alphabet soup).
• You will NOT HAVE any ability to click to advance slides during the minute.
• DO NOT include detail.
• DO NOT present data details.