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"Minute to Win It"
Elevator Pitch Presentation Guide

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In this style of presentation, the idea is to give a sneak peak of your poster to capture the audience's interest, introduce yourself and the project, and spark a dialogue. Do not try to cram all your poster information into this, instead introduce yourself and then set up the main question, problem, or objective of your research project. Try to follow our basic guide below.

What should your presentation include?
- One slide with no animation
  - Slide must contain: your name, lab, title, and poster number (your poster number will be sent to you after your abstract is accepted for presentation at the conference)
- Your presentation will be limited to a one-minute overview
  - Timing is strictly enforced (a buzzer will end your minute promptly!)
- Your presentation should include:

  The Hook

    This is a sentence or two used to get the audience's attention and draw their interest. It could be a question or a statement that introduces the topic and its importance.
  The Introduction

    After you deliver the hook, it is crucial that you explain who you are (name, year, major), who you worked with (faculty mentor(s)? grad students? other undergrads? etc.), in what capacity you did this work (course? fellowship? internship? etc.), and what your exact role was, particularly if it was part of a bigger project.
  The Question

    Finally you should indicate (if you haven't already) why your issue is important and how your research fits a need, but mostly you want to set up your central research question or problem, hopefully sparking the audience to start asking you more questions.

- This is a pitch for your poster, ***not*** your entire poster in one minute.
- Email your single slide to Ben.calvert.usc@gmail.com by 5:00pm Thursday, July 1, 2021.

What should you **DO** to prepare?
- Include a simple graphical illustration summarizing your research
- Catch the audience's attention
- Identify the challenge or problem and frame it as an opportunity
- Audience engagement
  - Use the simplest language possible
  - Try using analogies to convey complex concepts
- End with a call to action to visit your poster to learn more

What should you **NOT** do?
- DO NOT present a mini poster
- DO NOT require a laser pointer
- DO NOT use jargon
- DO NOT include animation. You will NOT HAVE any ability to click to advance slides.
- DO NOT present data details.

We will host an online training session in advance of the conference – please keep an eye on your emails for information on this.