Poster Design Recap

✓ Purpose and audience
✓ Content
✓ Layout
✓ Visuals

What challenges have you faced?

What tips can you share?

Image: HBO Silicon Valley S1 E7 Proof of concept
Session aims

Developing professional presentation skills to perfect your pitch

- Adjust your pitch to suit your audience
- Leave a great impression
- Purposefully practise your pitch
- Prepare for questions
Purpose

Your pitch will bridge the gap between your poster and your audience

Your poster:

Starts the conversation
Generates interest

Your pitch:

Adds detail – according to your audience’s needs
Extends their interest in your project
Pitch your ideas based on the needs and knowledge of your audience

Ask yourself:

1. What will my audience **most want to know**?

2. What **background knowledge** does my audience already have?

3. How can I **meet them where they are**?
Physics - E&M: Magn Field Effects on Moving Charge & Currents
Michel van Biezen

How Does a Microwave Oven Work?

\[ F_B = qvB \]
\[ F_c = \frac{mv^2}{R} \]
\[ F_B = F_c \]

\[ \omega = 2\pi f \]
\[ \omega = ? \]
\[ v_T = R\omega \]
\[ B = ? \]

https://www.youtube.com/watch?v=EDcfJId1nXQ
Here's how a microwave works -- explained using only the 1,000 most common words in the English language

Adapt your vocabulary and pitch to suit your audience

- Primary and high school students
- General public
- University staff and students
- Industry professionals
Dress to impress


Image: TechCrunch, And the winner of the startup battlefield at Disrupt NY 2017 is...RecordGram https://techcrunch.com/video/gamers-on-the-beam/519622371/
Dress to impress
Dress to impress

Image: Deakin, Speed networking event leads to speedier employment opportunities http://businessnewsroom.deakin.edu.au/articles/speed-networking-event-leads-to-speedier-employment-opportunities
Use pace, tone and body language to engage your audience

1. Go to the University of Melbourne CSHE 3MT page
   Or search for University of Melbourne 2017 3MT Grand Final

2. Choose one talk to watch.
   If you have headphones, watch with sound. If not, watch on mute.

3. What did you notice?
   If you watched the talk with headphones, comment on the speaker’s language, pace and tone.
   If you watched the talk on mute, comment on the speaker’s dress, posture, eye contact and gestures.
Body language
✓ Make eye contact
Tip: Eye contact helps you to gauge your audience’s reaction
✓ Project confidence with your posture and movement
✓ Use movement to highlight emphasis and demonstrate passion for your project
Tip: This can also help you to work off nerves

Tone
✓ Use tone to generate interest and emphasis
Tip: *Tell* your story – don’t memorise it

Pace
✓ Too slow is better than too fast
✓ Use pauses for reflection and emphasis
Tip: Reduce your pitch to a succinct, clear message
Opening line:

Hi, I'm x. "Would you like to know more about our project?"

Hi, I'm x. "What are you interested in?"

Hi, I'm x. "What would you like to know more about?"
Prepare an elevator pitch to explain your project in 30 seconds

Try to include these three elements:

1. What’s the most important thing you want them to know about your project?

2. Why should they be interested in your project?

3. End with a sentence that opens up the conversation – leave them wanting more

Tip: Be human and natural – this should appear like a conversation, not a pure sales pitch
'When you want to get good at something, how you spend your time practising is far more important than the amount of time you spend'

(Foer, 2012, p.171)
Offer each other feedback on:

- eye contact
- posture
- movement
- tone
- pace
- emphasis
- pronunciation
- language

Use the feedback you receive to purposefully practise your pitch.
Anticipate and prepare for audience questions

Questions

Predict and prepare answers

Supporting material

Consider what extra information could be useful
Consider these elements when preparing your pitch:

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- Leave a great impression
- Purposefully practise your pitch
- Prepare for questions