CWRU Innovation Week 2022

Pitch Your Poster Student Competition Tips

Most poster presentations are intended to share scientific results to a focused audience. This competition is different. **The goal here is to engage a broad audience**.

During the course of this competition, you will deliver a pitch of your poster that is **no longer than two minutes**. You can use a poster that you've previously shared or you may create a new one—the focus here is what you say.

We encourage you to think outside the box as you generate your pitch, which should include the following elements (adapted from [Loyola University Chicago](#)):
1. **Hook**: Start with a provocative question or statement that grabs your audience's attention.
2. **Introduction**: Introduce yourself (name, year, major), whom you work with (faculty, other students, etc.).
3. **Unmet Need:** Describe the central question or problem you are trying to solve, and most importantly, describe why that matters. What is the impact of answering that question or solving that problem? How will that change the world?
4. **Your Work**: Describe what you are doing to address your unmet need. Keep this brief and jargon free. If you have to be "smarter than a 5th grader" to understand what you say, you aren't communicating at the right level.

Goals for your pitch:
- **Start a conversation**: The goal is to engage someone to start asking questions. This is not a knowledge dump. You will instantly know how well your pitch is received by the questions you are asked after.
- **Get through without using any jargon**: This is harder than it sounds. Do you know what a "Turbo Encabulator" is? Neither does your audience. [Use this De-Jargonizer](#) to help simplify your language.
- **Keep audience focus**: Limiting the length of your presentation to less than two minutes will certainly help, but you need to practice your delivery many times before the competition. Make sure your enthusiasm for your project shines through!