**Elevator Pitch Presentation Guide**

What should your presentation include?

* One slide with no animation
  + Slide must contain: your name, lab, title, and poster number
* Your presentation will be limited to a one-minute overview
  + Timing is strictly enforced (a buzzer will end your minute promptly!)
* Your presentation should answer the following questions:
  + What is the problem?
  + How will you solve it?
  + Why you?
  + What is the value of your solution?
  + What next?
* This is a pitch for your poster, ***not*** your entire poster in one minute
* Email your single slide to [Chelsea.magin@ucdenver.edu](mailto:Chelsea.magin@ucdenver.edu?subject=Elevator%20Pitch%20-%20Vermont%20Stem%20Cell%20Conference) by 5:00pm Wednesday, July 10, 2019

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 during the minute.
* DO NOT present data details.