

Communicating your research: the elevator pitch

From a talk given by Dr Craig N Dolder, AD Network ECR, Jul 18

PERu

NAMRIP



The Pitch

- The elevator door opens. And there stands your ideal investor and/or employer. It's the chance of a lifetime. But that chance only lasts as long as the elevator ride - you have less than a minute to make an impression. Hopefully, you've got a well-crafted elevator pitch ready to give.
- It's an introduction, an overview and a pitch - and a short one at that - meant to capture attention and provide the instigation for further follow up in more detail.



Goals:

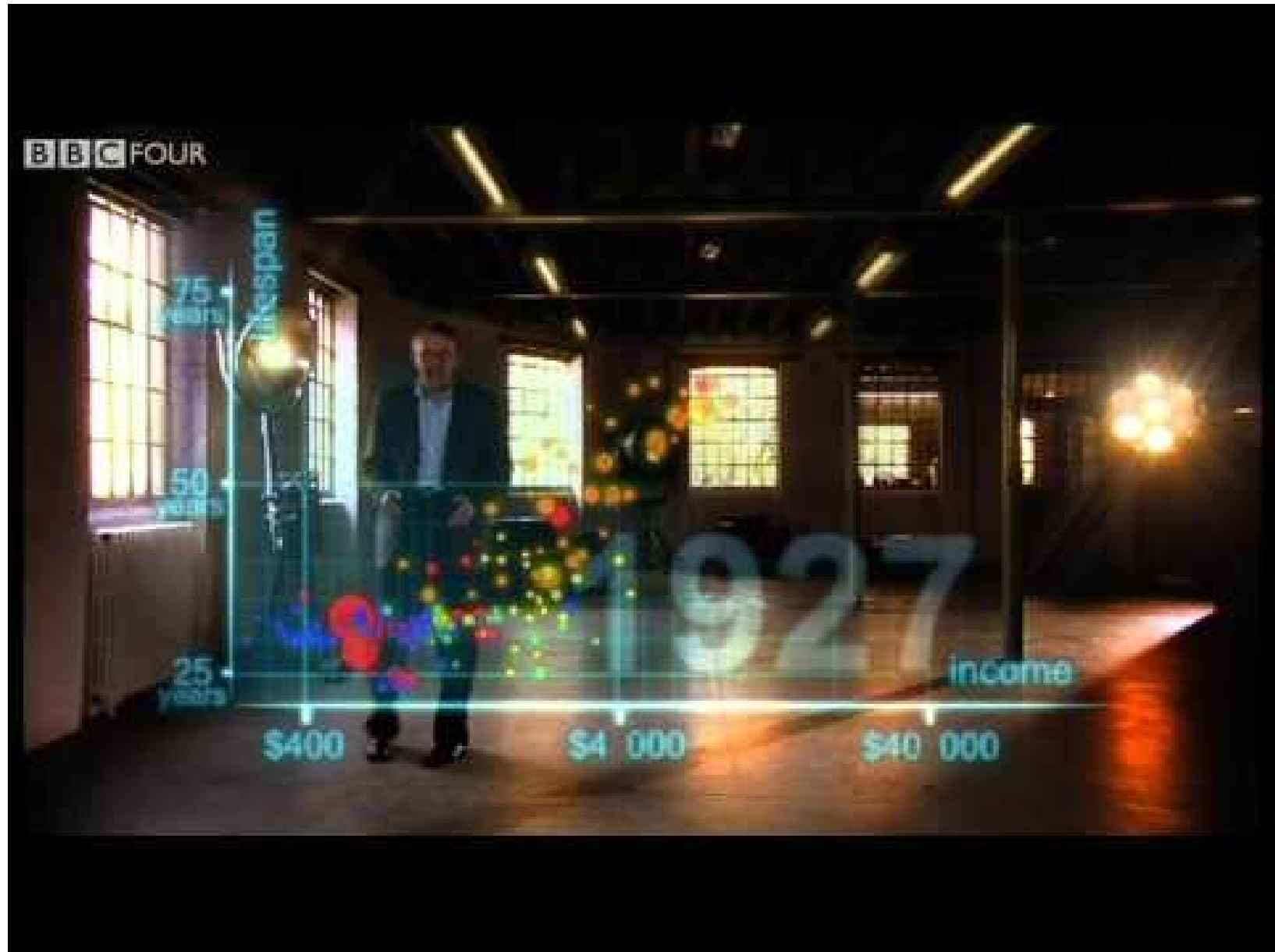
- Communicate your research efficiently and effectively to:
 - Other scientists in different fields
 - The public
 - Funding agencies
- Thoughtful use of jargon
 - Obfuscation
 - Necessity
 - Don't dumb down



Anything can be made interesting!

Things to note:

- graphics
- voice: tone, articulation, speed, emphasis
- personalisation
- humour
- body language
- facial expressions
- statistics presented with drama and urgency of a sportscaster



If link doesn't work, click <https://youtu.be/jbkSRLYSojo>

The Elevator Pitch:



Tell me about yourself ...

- What do you do?
- Who do you do it for?
- Why do you do it?
- What results do you deliver?

The Elevator Pitch:



Tell me about the topic...

- What is it?
- Why are you interested in it?
- Why should we be interested in it?
- How will it affect our lives?

Elevator Pitch – Considerations

- Keep it short
- Have a hook – get their interest (*What is the value of your topic*)
- Don't overwhelm with technical details and terminology
- Target it appropriately to your audience
- Practice makes perfect

- Be interested in it!

- Body Language
 - What you say 7%
 - How you say it 38%
 - Body language / facial expressions 55% (Dr. Albert Mehrabian 1960s)

What an elevator pitch looks like

Example of 30 seconds of text

We use very high-frequency sound to move biological cells around and that should be really useful in helping us to find bugs and other bacteria. For example, we can increase the number of bugs in a water sample to make them easier to find or we can push up onto a surface so we can see them. We can also move flowing bugs into the focus of a microscope and that should allow us to see more than 200,000 cells every second. All of these different ways of doing things should help us to find and recognize dangerous bugs more quickly.



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