

## MURC Poster Presentation Aid - Pitch Designing

### Poster Presentation Structure:

- You will be scheduled for a 70 min presentation slot. Be in front of your poster for that whole period.
- 2~3 adjudicators will drop-by and listen to your talk.

### For Each Adjudicator You Give:

- 5-minute pitch (not strictly timed).
- 3~5-minute of questions.

### The Goal of the Pitch:

- To give a concise overview of the project.
- To interest the audience and leave a memorable impression.

### Questions Your Pitch Should Answer:

- What is the topic of your research?
- What is the problem, issue, or question that you are asking and addressing in your research?
- Why is the problem interesting and important? So what?
- How are you approaching the problem?
- What did you find? (If no result, skip this.)
- What are the implications of this study or the results you found?
- How does your work connect with a broader disciplinary conversation?

**The list above is ONLY a guideline, feel free to tailor it to your project!**

### General Tips:

- Practice your pitch to your friends, family or other people who are not in your field of research.
- Dress properly and act professionally.
- Don't just wait for the adjudicators; present to anyone who seems interested in your poster.
- Don't be shy and be confident! It's your time to showcase how good/interesting your project is!
- Approach people if they are looking at your poster and ask them if they want you to give them a quick breakdown/walk them through.
- Enjoy the conference and make new friends!

