

# CBMA Elevator Pitch Contest



RULES

2023-2024

The term "elevator pitch" is believed to have originated in Hollywood in the early 20<sup>th</sup> century. Aspiring screenwriters tried to pitch their movie ideas to producers or studio executives, in case they happened to share an elevator ride. In the limited time of an elevator ride, typically lasting 30-45 seconds, they had to make their pitch concise, engaging, and compelling enough to capture the attention of decision-makers. If the pitch was successful, the writer might secure a meeting to further discuss their project. Today, "elevator pitch" refers to a brief, persuasive speech or presentation designed to efficiently convey an idea, product, or message in a short period, often lasting no more than a few minutes.

PhD students often engage in complex research that can be challenging to explain to non-experts. Learning how to prepare and deliver an elevator pitch helps them communicate their research into clear, concise, and understandable terms, which is essential when communicating with peers, advisors, potential employers, or the general public. Recognizing the significance of capacitating PhD students with this essential skill, CBMA will sponsor an "Elevator Pitch Contest" during the academic year of 2023-2024.

### **Elevator Pitch Contest Rules**

- 1. Eligibility:** The Elevator Pitch Contest is open to all PhD students currently conducting their research in CBMA.
- 2. Theme:** Participants are required to present their PhD project, or a specific portion thereof, without the use of supporting materials, except for prepared cards or self-made explanatory models.
- 3. Duration of the "Elevator Pitch":** Each participant will have up to 90 seconds for their presentation.
- 4. Audition Round(s):** Each contestant will deliver their Elevator Pitch in front of a panel of judges and an audience, competing with other participants. At the conclusion of each round, selected contestants will advance to the next round (semi-final) based on a combined scoring system. The decision will be taken by the votes of the public (30%) and the jury (70%).
- 5. Semi-final:** The competition will proceed in a similar format to the first round until a limited number of contestants have been selected to advance to the final.
- 6. Final:** The final round must take place until the end of the academic year.

**7. Evaluation:** Presentations will be evaluated based on the following criteria: a) originality, b) clarity of the message, and c) presentation skills.

**8. Prizes:** The 1<sup>st</sup> place winner will receive the registration fee for presenting as an author at an international scientific meeting, the 2<sup>nd</sup> place winner will receive the fee for presenting at a national scientific meeting, and the 3<sup>rd</sup> place winner will receive funds for printing a poster to be presented at a scientific meeting. To ensure the eligibility of the expense, winners must benefit from their award while affiliated with CBMA and formally enrolled in a Doctoral/PhD Program (i.e., before completing their PhD).

**9. Judges:** The jury will be composed of five distinguished individuals: two senior researchers, a communication expert/journalist, an expert from the performing arts sector, and a professional from the business sector.

**10. Calendar:** Registration will be open until **January 22<sup>nd</sup> 2024**. The initial round will start on **February 2<sup>nd</sup> 2024** during the I CBMA Open Day & II PhD|Bio Symposium. Auditions can take place during different weeks, depending on the number of competing participants. The venue and date for the grand final will be announced later.