

TURN YOUR RESEARCH INTO A MEMORABLE PITCH!

Purpose

How do you condense many hours of hard work into a compelling two-minute pitch? While this might seem a mission impossible, it has become a crucial skill in a world where people's attention span is shortening. This workshop will teach you the necessary steps to transform your work into a clear and convincing two-minute pitch. You will learn how to effectively transfer your knowledge but also how to spark emotion and turn your pitch into a memorable experience for any type of audience.

Outline

Organizing your ideas, facts and data into an effective storyline is key when communicating your expertise. You will get clear guidelines how to structure your pitch and apply these to your own case. Next, you will learn how to draw and keep your audience's attention, by carefully introducing moments which move, surprise, or inspire them. In summary, you will master the following steps in the pitch creation process:

1. Know the pitfalls of pitching
2. Build an effective storyline
3. Target your audience

Practical setup

Bring a two-minute pitch of max. 250 words to the workshop. Based on the provided guidelines, you will get the chance to reevaluate its structure and audience centricity in groups of 2-3 people. We finish with a peer feedback moment where you get the chance to present your pitch to fellow participants.

About the trainer

Abigail combines a strong technical background with a passion for scientific communication. In 2006, she earned a Master's degree in engineering,



majoring in applied physics and nuclear technology. Subsequently, she pursued a PhD in medical technology at Ghent University and NTNU (Norway), both obtained in 2010. As a post-doc and assistant professor, she established her own research group in medical ultrasound. She won national and international prizes for her work and scientific presentations. In 2016, she moved to a project lead position at Barco Healthcare. In 2020, she founded Clever Coyote (clevercoyote.be) with a mission to help science and tech professionals to clearly communicate complexity.