# Pitch and Presentation Tips

A Pitch or Presentation is broken up into 3 parts:

- Problem
- Solution
- Conclusion

**Problem** – Even in circumstances where you're speaking to a colleague it is important to remember to not go overboard on the technical descriptions. As the person who has researched it you know way more than the people in the audience about your project so be sure to craft the problem statement in a way that's it's understandable for a broad audience. The conclusion to the problem section should be a clearly articulated statement that reflects and insight as to why you chose to pursue the solution that you did. Is there a physical product that either is part of the problem or is a good metaphor for the problem? Physical visuals are an easier way to help the audience connect with what you are saying.

**Solution** – Again, be careful about overuse of technical terms. The solution statement should be thoughtful, providing evidence as to why you chose the solution. If you have either the actual product or a way to create a visual metaphor for why this was the right solution, it is a very good idea to include it.

**Conclusion** – What are your next steps, or how could one move forward with this in the future? It is fine if you are not continuing with the project beyond the presentation, but we strongly recommend that you connect the research with learning outcomes, or address how it pertains to other work you will be doing in the future.

**Bullet points, NOT scripts** – What are the points you want to hit in each section? Write down those points for when you're practicing. DO NOT write a script and try to memorize your presentation word by word because if you forget one part, it will derail you completely.  You may have an opportunity discretely use notecards while presenting, or to read a print-out of your bulleted list from behind a podium.

**Simple Slides** – Visualize a lecture in progress. No one reads all of the content on a slide full of words. Have your audience to listen to what you are saying instead. Let the slides emphasize key points up and show necessary visuals. If you are just reading aloud from slides, your audience will tune out immediately.

**Feedback** – Practice practice practice. Practice practice practice. Practice!
Get in front of friends, family, classmates, professors, anyone you can find. If a person in a practice audience doesn't understand what you are saying it is your responsibility, not theirs. Take their feedback as a way to learn about your audience and improve your presentation.