

PRESENTER BRIEFING

In preparation for Falling Walls Lab, you will need to create a 3-minute pitch on your innovative idea. Please read the following information thoroughly to help ensure a special day for everyone involved.

GENERAL ADVICE

In order to deliver your message to the audience effectively, we recommend that you highlight the problem you are trying to solve (i.e. the wall you intend to break down) and offer your innovative solution to that problem (i.e. how you want to break down that wall). Remember, the jury and audience members will be diverse, coming from many different scientific and professional backgrounds. Make sure to use language that will let everyone follow what you are talking about without difficulty.

EVALUATION CRITERIA

The jury will evaluate your presentation based on the following criteria:

- **Breakthrough factor:**
How innovative is the proposed idea?
- **Relevance/Impact:**
How relevant is the idea to the discipline and beyond?
- **Structure/Performance:**
How convincing was the presentation?

TIME

You will be given three minutes for your entire pitch, including 30 seconds for jury/audience questions and comments. We strongly recommend you dedicate most of your time to the solution, not the problem. After 2:30 minutes, your last PowerPoint slide will be replaced by the 'Questions' slide.

If there are no questions or comments, you may continue speaking until the three minutes are over. A countdown clock will indicate the time you have left. A first sound will be played 10 seconds prior to the end of your presentation and a second one once the entire three minutes are over.

POWERPOINT PRESENTATION

Please use the attached PowerPoint file to create a visual support for your pitch. We kindly ask that you follow the instructions on the first slide of the template. It is important that you stick to the following:

- **File size:** The file size limit is 10MB. We therefore recommend limiting the use of videos and complex animations.
- **Number of slides:** Your presentation will consist of four slides (1 title slide, 2 content slides, and 1 questions slide). It is not permitted to use more than the provided slides.
- **Title slide:** Only enter your information in the placeholders provided. Do not alter any of the logos or add additional text boxes, graphics/images.
- **All slides:** Do not change the font size, font colour or the layout.

PRESENTATION ADVICE

Less is often more. The slides of your presentation are meant to visually support your presentation, not *be* the presentation. Avoid overloading your presentation with paragraphs of text, images, and animations that will distract the audience from what you are saying, and instead focus on key words and sentences, images, and animations that will support and strengthen what you are saying. This will prevent your audience from becoming distracted or overwhelmed and keep the focus on your message.

Thank you for your cooperation. We look forward to your participation!