Researchers, speak out!

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Kaskas Media is...

A communications agency specialized in science communications and outreach.

Dedicated to helping scientific knowledge take the position in society it deserves.
We serve

University of Helsinki
University of Oulu
Aalto University
Tampere University of Technology
Natural Resources Institute Finland
National Board of Antiquities
Prime Minister’s Office
Ministry of the Environment
Kone Foundation
Technology Industries of Finland
Centennial Foundation
Nessling Foundation
Slush
“Knowledge has to be shared to have value.”
You have something that nobody else has
In what kind of situations do you usually present your work? Who’s the audience?
What do you find most challenging?
What’s a good presentation like?
A good presentation...

1. Is easy to follow. Don’t just try to cram as much information as possible into 3 minutes. Take your listener down one path.
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2. **Feels like it was tailored for me.** A good presentation takes your audience’s level of understanding into account – and their blood sugar levels. Use examples your audience can relate to.
Viruses are recognised and destroyed
A good presentation...

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3. **Has emotion.** Be present. Don’t use written notes.
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3. **Has emotion.** Be present. Don’t use written notes.

4. **Sparks a conversation.** Leave them asking for more.
A pitch is... distilling what you **REALLY REALLY** want to say into a **story** short enough to tell during an **elevator ride**. A pitch is meant to **awaken** the listener’s interest in you.
Why pitch?

- Having a pitch prepared eases the anxiety of having to interact with someone new. You’ll have a script ready for whenever you have to introduce yourself.

- It organises your thoughts and you can start sweeping people off their feet on a regular basis!
Kelan tutkimus Retweeted

Ville-Veikko Pullka @wpulkka · Sep 12

The Finnish #basicincome experiment on Korean TV:
youtube.com/watch?v=ABs7ZO... #perustulo @hilamo @outialanko
EXCERCISE: elevator pitch
Who’s your audience?

Name a person to whom you target your speech. What is their level of expertise?
What is your most important message? Which one thing you'd like the audience to remember from your presentation?
First draft

Craft your own elevator pitch. Include the three main elements: problem, solution and vision.
1. Define the **problem**. Connect it to something familiar or urgent.
Problem **DOES NOT MEAN** your research question.
Alex Kallen, an epidemiologist at the CDC, and I asked if anyone had found such a superbug yet. “Funny you should ask,” he said.
A Woman Was Killed by a Superbug Resistant to All 26 American Antibiotics

She won’t be the last.

Yesterday morning, I published a story about the silent spread of resistance against the antibiotic of last resort, colistin—a major step toward the emergence of a superbug resistant to all antibiotics. While reporting this story, I interviewed Alex Kallen, an epidemiologist at the CDC, and I asked if anyone had found such
2. Tell us about your unique 
**solution**. Convince us with your own special brand of magic.
3D-printing materials suitable for the capturing of metals

The project develops a new, simple method based on ion exchange and 3D-printing to separate metals especially from metal content solutions extracted from electronic waste. In the ion exchange method the metal ions are captured with the help of a suitable exchange-material from a solvent that runs through the exchanger. Metal-ions are recovered in a simple restoration phase. The configuration of the exchanger can be varied controllably with 3D printing. This enables the optimization of the efficiency of the exchanger.
3. Include a vision. Tell us what’s happening next and what you need.
First draft

Craft your own elevator pitch. Include the three main elements: problem, solution and vision.
Now pitch to your partner

Turn to the person next to you, preferably someone you don’t know. Take turns. Time your partner.
How was it?
Pro tips (and sneaky tricks):
Good posture is power.
Smile. Let your energy show.
Umm, like, errr
Be graceful and classy when receiving feedback.
Put your name and email or @twitterhandle on every slide.
Lose the THANK YOU slide. Put your key point on it again.
Yksinhuoltajaäitien työllisyys on kehittynyt muita heikommin
Thanks! Go get them!

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