

The tips below are assembled from various sources from the Internet, including discussions on Stack Exchange ([www.academia.stackexchange.com](http://www.academia.stackexchange.com)).

## GENERAL GUIDELINES FOR 1 MINUTE FLASH TALKS

Think of these as “elevator pitches” – you have a finite/limited period of time to entice someone to hear more from you

The main purpose of the 1-minute presentation is to serve as an appetizer for people to come and see your poster. Whereas your abstract (on your poster) should be descriptive and matter-of-fact, a “teaser” presentation can be posed as more of a “mystery.” For example, pose a question without answering how you solved it.

Be *very* general and *very* succinct. You can sketch a broad idea of what you're trying to do, but that isn't the top priority. It is more important to introduce the subject in words that an interested person will understand without prior introduction than to cover your work in any detail or to use terms and concepts that you use yourself while doing the work. It is also far more important to explain why your work addresses a particular question than to explain the work itself. Your goal is not to explain your work, but to get people thinking about questions about your work, which you can then answer *after* the presentation.

## SPECIFIC SUGGESTIONS FOR 1 MINUTE FLASH TALKS

Don't repeat your name and institution if it was already introduced OR if it is on your slide

Give 5 sentences, averaging about 12 seconds per sentence:

- Sentence 1 - Topic: "This poster reports on a project which addresses the issue of ...."
- Sentence 2 - Context: "This research draws on the theory of ....., particularly the idea that ...."
- Sentence 3 - One major finding: "The study found that X had a significant effect on Y".
- Sentence 4 - Key implications: "One important implication of this study is that X should be taken into account when doing Y."
- Sentence 5 - Wrap-up: "Overall we found that topic .... is a promising area for further investigation, with possible extensions to other areas of research, such as ..."
- Select an impressive graphic from your poster (one that makes the audience want to learn more), briefly describe your topic and give some hints, though not a full description, of the solution you present.
- Use no more than 1 slide; ideally, 1 slide is best – should list your name and institution so people can easily find your poster during the informal viewing session.
- Find a question that is likely to grab the attention of many in your audience because it is somehow relevant to them. Ask that question (e.g. “*Have you ever wondered if/how...*”). Then explain in a few sentences how your work addresses that question.