

Instructions to the Judges

The purpose of this competition is for students to engage their audience intellectually, not to evaluate the commercial potential of their research. The best pitches will communicate the uniqueness of the participant's work and its significance. They should communicate this through their message and delivery (see below).

Scoring: Contestants will be scored on the criteria described below. They are scored from 1 to 10, with 1 being a poor job of incorporating the criteria below and 10 being an excellent job of incorporating the criteria.

10 = Excellent

1 = Poor

MESSAGE

- **AUDIENCE ENGAGEMENT/"HOOK"**
 - Piques audience members' interest & investment in the topic at the outset of the presentation

- **PROBLEM, QUESTION, GAP**
 - Identifies a scientific, cultural, political, or social *problem to be solved*

OR

 - Identifies a theoretical or critical *question or scholarly gap to be answered or filled*

- **CONTEXT**
 - Establishes a context for the *problem, question, or gap* that his/her research will answer or fill
 - Explains the relevance of the *problem, question, or gap* within his/her discipline
 - Identifies current efforts to respond to the *problem, question, or gap*

- **METHOD**
 - Explains methodology or approach
 - Articulates why this methodology is superior to other approaches
 - Identifies the feasibility of the approach

- **RESULTS, IMPLICATIONS, APPLICATIONS**
 - Identifies current findings or results
 - Points to potential implications or applications of the research
 - Concludes strongly leaving the audience with a "take-away" or memorable message

- **CLARITY & ORGANIZATION**
 - Avoids excessive jargon
 - Explains unfamiliar terms & concepts clearly, using analogies or comparisons as necessary
 - Organizes ideas in a logical and easy-to-follow manner

DELIVERY

- **DEMEANOR**
 - Projects confidence, strong leadership presence
 - Conveys intellectual curiosity & excitement
 - Makes eye contact with all areas of the room; sustains a strong connection with audience

- **POSTURE/GESTURES**
 - Exhibits professional yet natural posture & stance
 - Incorporates specific, well-integrated content-related gestures
 - Avoids distracting gestures

- **VOLUME, INFLECTION, & ARTICULATION**
 - Remains audible throughout; uses a volume that is appropriate for the room
 - Uses voice to emphasize key points
 - Varies inflection for interest (not monotonic)
 - Enunciates distinctly throughout

- **PACING**
 - Speaks fluidly
 - Varies pace for emphasis
 - Avoids "filler" or "bridge" words such as Uh/Uhm; Like; You Know; So...