The Big Pitch
2020
Information Session

Marcus Weakley, Ph.D.
Director, Center for Writing & Rhetoric
marcus.weakley2@cgu.edu
Today’s Agenda

- Background & Purpose
- Deadlines, Requirements, & Forms
- Resources
- Q & A
Background & Purpose
3-Minute Thesis (3MT) Competitions

- Created at the University of Queensland in Australia in 2008
- By 2010, it began spreading internationally
- Now held at over 600 universities in over 65 countries
- Originally made for Ph.D. students close to completion but now done in various forms depending on the locality
- CGU’s Big Pitch begins in 2020
Why the Big Pitch at CGU?

- Establishes a powerful means for skill development
- Develops a culture of sharing student work across fields
- Builds school spirit
- Improves external relations
Logistics
The Virtual Format

- Presentations are prerecorded.
- Judges do not include recording or editing quality in their criteria.
- Different judging panels of faculty, staff, alumni, and community members score the preliminary and final rounds.
- If selected to advance, participants have the option to submit a new recording between the preliminary and final rounds.
- Videos must meet these established criteria with some optional inclusions allowed.
- You may compete in the Big Pitch numerous times!
# Deadlines

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Pitch Finals</td>
<td>Friday, November 20&lt;sup&gt;th&lt;/sup&gt;, 12pm</td>
</tr>
<tr>
<td>Preliminary Round</td>
<td>Monday, November 16&lt;sup&gt;th&lt;/sup&gt; to Wednesday, November 18th</td>
</tr>
<tr>
<td>Video &amp; PowerPoint Slide Deadline</td>
<td>Thursday, November 12&lt;sup&gt;th&lt;/sup&gt; at 11:59 p.m.</td>
</tr>
<tr>
<td>Priority Participation Deadline</td>
<td>Friday, October 30th</td>
</tr>
<tr>
<td>Final Participation Deadline</td>
<td>Monday, November 9th</td>
</tr>
</tbody>
</table>
What You Need to Turn in & Do

• To attend, reserve a virtual seat.
• To compete, first register by filling out this form.
• Then, develop a title slide and single information slide using the Big Pitch Template found at cgu.edu/thebigpitch
• You also need to record a video and upload it to a personal YouTube account.
• Submit the video link and PowerPoint file to 3mt@cgu.edu by the deadline.
• Your video and slide will be posted on our website during the preliminary round.
• If you make it to the Finals, you will be notified by email.
• Attend the Finals!
Rules

• Competitors record and edit their own presentations with any available recording or mobile device.
• The editing of videos may include a Big Pitch title slide and the submitted Big Pitch PowerPoint slide (optional).
• Competitors should upload their videos to YouTube using a personal account and submit the link along with their PowerPoint slide by the deadline.
• The PowerPoint slide must be static (no slide transitions, animations, or ‘movement’ of any kind).
• The PowerPoint slide cannot be modified between rounds.
• Competitors that reach the final round may record a new video between rounds.
• No additional props (e.g. costumes, musical instruments, laboratory equipment) are permitted.
• Presentations are limited to three minutes maximum and competitors exceeding three minutes are disqualified.
• Presentations are to be spoken word (e.g. no poems, raps, or songs).
• The decision of the judging panel is final.
• Business casual dress is highly recommended.
Judging Criteria

Comprehension & Content
• Did the presentation provide an understanding of the background and significance to the research question being addressed, while explaining terminology and avoiding jargon?
• Did the presentation clearly describe the impact and/or results of the research, including conclusions and outcomes?
• Did the presentation follow a clear and logical sequence?
• Was the thesis topic, research significance, results/impact and outcomes communicated in language appropriate to a non-specialist audience?
• Did the presenter spend adequate time on each element of their presentation – or did they elaborate for too long on one aspect or was the presentation rushed?

Engagement & Communication
• Did the oration make the audience want to know more? Was the presenter careful not to trivialize or generalize their research?
• Did the presenter convey enthusiasm for their research?
• Did the presenter capture and maintain their audience’s attention?
Resources
Webinars

- **Big Pitch Information Session**: Monday, September 28th from 12-1 p.m.
- **Big Pitch Strategies**: Tuesday, October 6th from 4-5 p.m.
- **Humanities Forum on the Big Pitch**: Wednesday, October 14th from 12-1 p.m.
- **Big Pitch PowerPoint Slides**: Tuesday, October 20th from 12-1 p.m.
- **Presentation Skills**: To be determined.
- **Big Pitch Strategies & PowerPoint Slides**: Thursday, November 5th from 12-1:30 p.m.
- **How to Deliver a Pitch or New Idea in a Class or for a Research Project Part 1**: Friday, October 9th from 7-10 p.m. isp@cgu.edu
- **How to Deliver a Pitch or New Idea in a Class or for a Research Project Part 2**: Friday, October 30th from 7-10 p.m. isp@cgu.edu
Big Pitch Communication Specialist: weekly drop-in hours & individual meetings available. See cgu.edu/thebigpitch

The Center for Writing & Rhetoric

Request access to Canvas site by emailing 3mt@cgu.edu
Any Questions?
Contact Us!

3mt@cgu.edu