JOIN US FOR LUNCH BEFORE THE EXPO
Noon-1 p.m.
CENTENNIAL ENGINEERING CENTER COURTYARD

ENGINEERING EXPO VII
FRIDAY, MAY 6, 2022
1-4 p.m.
CENTENNIAL ENGINEERING CENTER

ENGINEERING EXPO is an annual event that showcases our outstanding senior student capstone projects to our corporate partners and other students and faculty. Meet some of our brightest students who are poised to make an impact in the world of engineering.

ELEVATOR PITCH CONTEST
POSTER COMPETITION
NETWORKING OPPORTUNITIES

QUESTIONS?
CONTACT JAMIE GOMEZ,
DEPARTMENT OF CHEMICAL AND BIOLOGICAL ENGINEERING
JRGOMEZ@UNM.EDU

FREE PARKING AVAILABLE IN THE P LOT ON THE NORTHWEST CORNER OF CENTRAL AND UNIVERSITY
Expo VII Prize Breakdown

Poster: 1st -$1000, 2nd -$500, 3rd -$250

Pitch: 1st -$1000, 2nd -$500, 3rd -$250

*prize money to be split amongst participating team members
Engineering Expo Pitch Competition – Suggestions to Teams

Date: May 6th 2022
Time: 2:00pm-3:30pm
Location: CEC 1026
Who: up to 15 capstone teams (number per department will vary)

1. Timing: 3-minute presentation, MS PowerPoint required for presentation
   1-minute Q&A
   1-minute between presentations

2. Like Shark Tank you’ll have the listeners’ attention for the first 45 seconds. But during that period you need to engage them and then hold onto them or they’ll be checking their phones. So you will need to make the most of your words. Some experts say one can comfortably speak at 170 words per minute, while others suggest 125/min is more powerful. That bounds your 3-minute talk at 375-510 words. Write them out and practice them so you finish comfortably within three minutes. And don’t rush, many people find fast talkers to be annoying. Refine your message down to fewer words rather than talking fast.

3. Consider organizing your presentation and budgeting your time something like:
   - Introduce your team, topic, department    15 seconds
   - Describe the need your project addresses  60 seconds
   - Describe your project                    75 seconds
   - Next Steps                              30 seconds

4. Keep it high level but wet your listeners’ appetite and leave them interested and wanting more.

5. Be passionate – you’ve poured considerable effort into this, show us that you care and why.

6. Clear, simple images can be powerful and efficient tools to convey information and energize listeners. The following page has suggestions to give your visuals punch. Work out the technology in advance so your visuals do not delay the start of your presentation.

7. The Need: Your project should address a need. What is that need, why is it significant, how is it addressed now, and why is the current state of the art less than ideal?

8. Project Description: Describe your approach, how it works (high level), and why it’s different from and better than the current state of the art. Few of the listeners will be experts in your field, though some may be. What you say must make sense to the experts, but you won’t have time to explain the details to lay people. Instead give them the big picture and leave them wanting more. Be enthusiastic and say what’s unique about your approach, but keep the entire project description to no more than 75 seconds.

9. Next Steps: You’ve got the listeners’ attention, now:
   a. Tell them what your next steps will be and how the project will benefit society, or
   b. Ask them to invest to help bring your idea to market and give them 1-3 clear reasons why, or
   c. Ask them for their vote as best presentation and give them 1-3 clear reasons why, or
   d. Give them some other call to action.

10. Engineers commonly to spend too much time on the technical side (project description). Don’t do that, your listeners want a balanced presentation that also describes why your project is significant.

11. There is nothing wrong with having one person give the presentation, even if five worked hard on your team. But if multiple people share the presentation then have clear and logical breaks between them (e.g., one Introduces your Team/Topic/Department and describes the Need, while another Presents Your Project and Next Steps). Practice the hand-off, a good handoff passes credibility on to the next speaker.
12. All team members should be prepared to participate in Q&A. Teams commonly look more cohesive when one member fields the questions and passes them off to the team member most qualified to answer that particular question.

13. Only one minute for Q&A so answer the question but be brief. Two questions with short, clear answers is probably a stronger finish rather than one question with a rambling answer.

There are no right or wrong approaches to public speaking, and no one approach is best in all situations. Here are some suggestions for you to consider that may contradict some of what is written above:

1. Since time is so short let the few slides you have (I’m assuming PowerPoint is being used) do some of the talking for you. Pick the pictures and or figures you project wisely. In the same way your words should be bold and attention getting, so should the images on your slides.

2. Written words on the slides can be very powerful in driving the major concepts of your project home with the audience. But a few important rules (especially for a short “elevator speech”):
   a. No word-only slides and /or bulleted list slides. Every slide should have an image (picture, high level drawing, etc.) on it.
   b. Put words in a text box. It allows you to easily move it around the slide and position it to enhance the meaning of the images which are the stars of the slide.
   c. Font size needs to be big enough for people in the back of the audience to read (but its venue dependent)
   d. Limit words. They don’t have to be complete sentences just short statements or even a few key words.

3. It’s important to “write out” your words for practice so you can learn to manage the limited time you have, but during your presentation you don’t want to sound robotic.
   a. I would also suggest you don’t read from prepared cards or sheets of paper you are holding. It leaves the impression of being unprepared and/or not passionate about your project. It can also be disastrous if you lose your place and start stumbling around to get back on track.
   b. Again, the key is to practice, practice, practice.

Some general guidance on elevator speeches:
- [https://www.forbes.com/sites/nextavenue/2013/02/04/the-perfect-elevator-pitch-to-land-a-job/#fc3bd4c1b1d2](https://www.forbes.com/sites/nextavenue/2013/02/04/the-perfect-elevator-pitch-to-land-a-job/#fc3bd4c1b1d2)
- [https://www.cnbc.com/2017/12/05/six-tips-for-perfecting-the-elevator-pitch.html](https://www.cnbc.com/2017/12/05/six-tips-for-perfecting-the-elevator-pitch.html)
- If there is one theme every entrepreneur and investor agreed on when it comes to the elevator pitch, it's the need to bring personality and passion into your speech.
Sample Pitch Evaluation Form

<table>
<thead>
<tr>
<th>SCORE</th>
<th>3- Excellent</th>
<th>2- Fair</th>
<th>1- Inadequate</th>
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<tbody>
<tr>
<td>PITCH TOPICS</td>
<td>Who is the team?</td>
<td>What is the project motivation &amp; benefits?</td>
<td>Engineering Concepts &amp; features</td>
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<th>Comments</th>
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Poster Guidelines

Date: May 6th 2022
Time: 1:00-2:00pm
Location: Stamm Room & Courtyard

All student teams will participate in the poster session. We ask that posters be uniform size at 36" x 36" and they can be printed at UNM Copy Center through respective departments.

Typical poster sections are:
Title, author(s), and affiliation(s)
Introduction
Objectives/Hypotheses/Aims/Questions
Materials and methods
Results
Conclusions
Acknowledgements
References (scaled down very small in size)
Contact Information

For more information on poster design from THE SCIENTIST'S GUIDE TO POSTER DESIGN, visit https://www.kmeverson.org/academic-poster-design.html

Another resource https://www.craftofscientificposters.com/

Sample Poster Evaluation Form

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<tr>
<td>Visual Impact</td>
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<td>Poster Organization</td>
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<td>Engineering Problem and Need</td>
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<td>Does the solution meet the need?</td>
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<td>Ability to answer questions</td>
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