

Who is my audience?

That is up to you, but the “big idea” is to share your research with a broad public audience. A good middle ground is an educated but not expert audience, ranging from older high schoolers to adults. You can, if you wish, create two pitches - one for the public and one aimed at undergraduate and graduate students with a deeper knowledge of your area.

Elevator Pitch Tips

- Start out by introducing yourself. “Hello, my name is so-and-so and I’m a professor at the University of Colorado Denver in the Mathematical and Statistical Science Department.”
- Give the big picture - what do you do, how do you do it, does it connect or apply to other interesting things?
- Let your video convey your energy and enthusiasm for your work!
- Keep it short. A good target is 60 seconds, and we may ask you to re-record videos longer than 90 seconds.
- Be careful with your language. Be only as technical as you need and if you use jargon, give a plain-spoken explanation of what it means.
- Practice! Have a good idea of what you want to say before recording. 60 seconds will be over before you know it.

Video Recording Tips

- Use good lighting. Don’t sit with lights behind you such as a window.
- Make sure that the room you are recording in is quiet.
- Speak loudly and clearly without speaking too fast. Don’t read from a script.
- Avoid a cluttered background. That being said, if you want to include your lab/writing space/equipment to enhance your video, there are creative ways to do so. A tight headshot is also just fine!
- Dress professionally.
- Rerecord! If it doesn’t turn out right the first time you can always try again.
- Creativity is a plus! If you have graphics that would add to your pitch, there is recording software which can switch between videos of you and the screen. There’s information about some possible software you could use [here](#).