Introduction
Introduction
Enough About Me

- Who are you?
- Why are you interested in Grad SLAM?
Presentation Objectives

- Participants will be able to
  - Understand the context and logistics of the competition
  - Reflect on persuasive techniques and how they apply
Presentation Overview

- Introductions
- Grad SLAM Mindset
- Grad SLAM Logistics
- Content Development
  - Mapping
  - The Art of Persuasion
- Closing
Grad SLAM Mindset

Suzanne Rohrback
Biomedical Sciences

Cells are individuals too!
Grad SLAM Mindset

http://grad.ucsd.edu/gradlife/grad-slam.html

Jonathan (14:10)

Geoff (49:55)
Grad SLAM Mindset

- Insight from Geoff
  - Practice in the space
  - Delivery was slightly different each time
  - Open, loose, improv style
Grad SLAM Mindset

- Insight from Me
  - Enjoy the process and one another
  - Reality of memorization
  - Keep it simple, but too simple
Grad SLAM Logistics

- 3 Minutes
  - Begins at Engagement
  - Countdown Clock
- 3 Slides
  - And Title Slide
  - Template
- 3 Rounds
  - Preliminary
  - Semi-Finals
  - UCSD Finals -> UC Finals
Grad SLAM Logistics

- Rules
- Rubric

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### UC Grad Slam Scorecard

<table>
<thead>
<tr>
<th>Contestant’s Name:</th>
<th>Judge’s Name:</th>
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<tr>
<th><strong>Clarity:</strong> Did the speaker provide adequate background knowledge to make the talk and the importance of the project understandable?</th>
<th>Excellent</th>
<th>5</th>
<th>4</th>
<th>Good</th>
<th>3</th>
<th>2</th>
<th>Poor</th>
<th>1</th>
<th><strong>SCORE:</strong></th>
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<th><strong>Organization:</strong> Did the presentation follow a clear and logical sequence?</th>
<th>Excellent</th>
<th>5</th>
<th>4</th>
<th>Good</th>
<th>3</th>
<th>2</th>
<th>Poor</th>
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<th><strong>Delivery:</strong> E.g., pace, enthusiasm, confidence, body language, eye contact, and vocal range.</th>
<th>Excellent</th>
<th>5</th>
<th>4</th>
<th>Good</th>
<th>3</th>
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TOTAL SCORE: /15
Grad SLAM Logistics

- **Timeline**
  - Workshops: 1/26, 1/29
  - Slide Preparation Coaching: 2/2, 2/5
  - Slide Deadline: 2/6
  - Preliminary Round Coaching: 2/6, 2/9
  - Preliminary Rounds: 2/13, 2/14, 2/15
Grad SLAM Logistics

- **Timeline**
  - Semi-Finals Coaching: 3/2, 3/5
  - Semi-Finals: 3/7
  - Finals Coaching: Week of 4/12
  - UCSD Finals: 4/12
  - UC Finals: Early May
Discuss your research and what you are planning to present for Grad SLAM.
Content Development

1. What is the central question of my research?
2. What context does the audience need?
3. How will I explain the significance of my research?
Mapping
The Art of Persuasion
The Art of Persuasion

1. Repetition is key
2. Include context that is important to the audience
3. Use stories to illustrate the impact
4. Personalize your message
5. Use friends and advisors
6. Materialize your idea
7. Present evidence of interest and excitement
Revisit Your Map
Applying the Techniques

- Engage us as humans
  - Personable
  - Conversational
- Avoid the passive voice

- Outlines and Reality
  - Sentence length
  - Sentence structure and cadence
Closing

- Review of Presentation Objectives
  - Understand more about the competition
  - Reflect on persuasive techniques and how they apply

THANK YOU!
Get Involved & Stay In Touch

Katy Brecht
kbrecht@ucsd.edu
ccl.ucsd.edu

Communication & Leadership
Center for Student Involvement
3rd Level of Price Center East
Sources

Presentation inspired from:

https://drive.google.com/file/d/0BwLUybGTxmtzR2NFM3hPWDZGY1k/view

http://grad.ucsd.edu/gradlife/grad-slam.html

https://www.entrepreneur.com/article/269932