



DOCTORAL RESEARCH PITCH

Third-year alumni of the Tecnológico de Monterrey's doctoral programs are invited to present their thesis proposal for the DOCTORAL RESEARCH PITCH session at the 50th Research and Development Congress.

This activity develops Ph.D. candidate competence by presenting their research within a 7 minute timed framework (5 minutes for the presentation and 2 minutes for Q&A) in a language appropriate for a non-specialized audience. The aim is to give doctoral students an opportunity to present their thesis in a format enabling them to highlight the impact of their research while simultaneously addressing aspects of its pragmatic application. This challenges students to help them synthesize their research-related ideas and findings by presenting them concisely and in a structured format.

Proposal submission deadline is Monday, **November 25, 2019**.

Registration is available online via the Congress webpage:

<http://prod400azws03.southcentralus.cloudapp.azure.com/cidtec>

Accepted proposals will be presented at the DOCTORAL RESEARCH PITCH Plenary Session on Tuesday, February 25, 2020, at the Monterrey Campus Congress Center. Alumni presenting their thesis during the Congress will have access to a live class-room-based course on Communication Development Abilities in January 2020 to help prepare the pitch presentation. During the DOCTORAL RESEARCH PITCH the jury consisting of researchers from each school will evaluate the presentation by following these EVALUATION PARAMETERS:

CONTENT

- Did the presentation provide an adequate explanation to the background and importance of the research question addressed, and was terminology clarified and technicalities avoided?
- Did the presentation clearly describe the impact and/or the research results, including conclusions and results?
- Did the presentation follow a clear and logical sequence?
- Were the thesis theme and research relevance, as well as their impact and results, all communicated through a language appropriate for a non-specialized audience?
- Did the speaker spend the allotted time adequately in each presentation segment?

ORAL PRESENTATION

- Did the presentation stimulate the audience to want to know more about the theme?
- Did the presenter transmit enthusiasm for his research?
- Did the presenter capture and hold the audience's attention?
- Did the speaker project enough stage presence and visual contact, and was the speaker clear and loud enough?
- Did the speaker maintain an adequate rhythm during the presentation?
- Did the visual aid (PPT) contribute to the presentation, and was it clear, legible and concise?

At the end of the presentations, the jury will select the winning projects and announce first, second and third places. Additionally, there will be a People's Choice award: the audience will vote electronically for the best presenter according to pre-established criteria.

*One of the three winners selected by the jury can also be the audience-selected winner.

PRIZES:

First place – Diploma, dissemination of the researcher's work on national Tecnológico de Monterrey media, and a gift card for 3,000 Mexican pesos.

Second place - Diploma, dissemination of the researcher's work on national Tecnológico de Monterrey media, and a gift card for 2,000 Mexican pesos.

Third place - Diploma, dissemination of the researcher's work on national Tecnológico de Monterrey media, and a gift card for 1,000 Mexican pesos.

People's Choice – Diploma, dissemination of the researcher's work on national Tecnológico de Monterrey media, and a gift card for 1,000 Mexican pesos each.