



SCIENCE STORYTELLING: 30 SECOND VIDEOS

Tecnológico de Monterrey researchers are invited to register and participate in SCIENCE STORYTELLING: 30 SECOND VIDEOS. This activity aims to promote researcher profiles so as to attract new collaborative networking, in addition to making their research known in a dynamic, attractive and simple way, i.e. by using a short video.

The Research Congress Committee will be in charge of producing the videos. The storyline or script and what appears on camera will be the researcher's responsibility. The video recording dates are scheduled for September 23 through to 27, 2019.

Each researcher will arrive at the recording location on one of the four campuses (Monterrey, Santa Fe, Mexico State/Estado de México or Mexico City). Each recording will be given a time slot; preparation prior to arriving on the set is recommended.

Recommendations in developing the pitch:

1. Start with an attractive phrase or sentence that describes you or your work.
2. Mention data that is of professional interest (two or three items).
3. Mention the most important aspects of your research, including the key words that describe them.
4. Address your most outstanding achievements.
5. Address the opportunities open for collaboration in your project.
6. Close the video enthusiastically by inviting collaboration or underscoring the relevance or transcendence of your area of study.

Recommendations for the recording:

1. Learn your pitch by heart.
2. Always face the camera.
3. Project security and warmth through your attitude.
4. Dress in solid colors.
5. Talk smiling slightly.
6. Demonstrate enthusiasm and self-assurance.

Registration deadline for this activity is Friday, **September 13, 2019**.

Registration is available online via the Congress webpage:

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

These videos will be available permanently during the entire Research Congress in various designated Congress Center locations. In addition, they will continue to be available at various institutional platforms throughout 2020.