How to give a 3MT-style presentation

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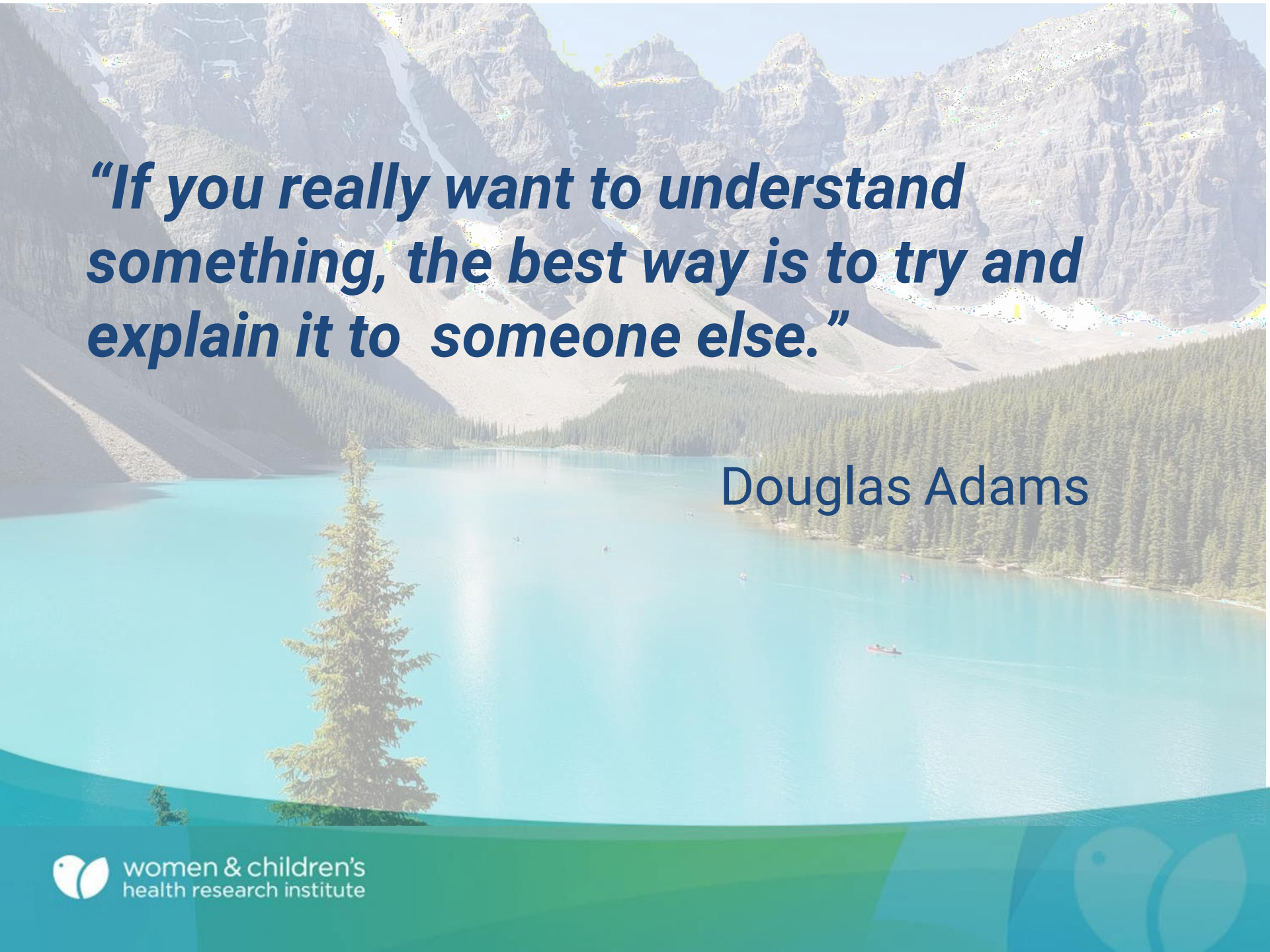
YOU

3MT-style presentation is about…

- Getting a **general audience** excited about your research
  - Would your neighbour understand it?
  - Would they want to know more about it once you're done presenting?
  - Different from a class/conference presentation – can't rely on shared concepts or context


“If you really want to understand something, the best way is to try and explain it to someone else.”
Douglas Adams
women & children’s
health research institute

Why do a 3MT-style presentation?

Learning opportunity:

- Reminds you of your purpose
- Challenges your ability to synthesize ideas
- Hones your communication skills
- Exposes your audience to new ideas
- Fosters new connections between researchers in different disciplines

Requirements for a 3MT-style presentation

1) ***EXACTLY 3 min! ***
2) Single static PowerPoint slide

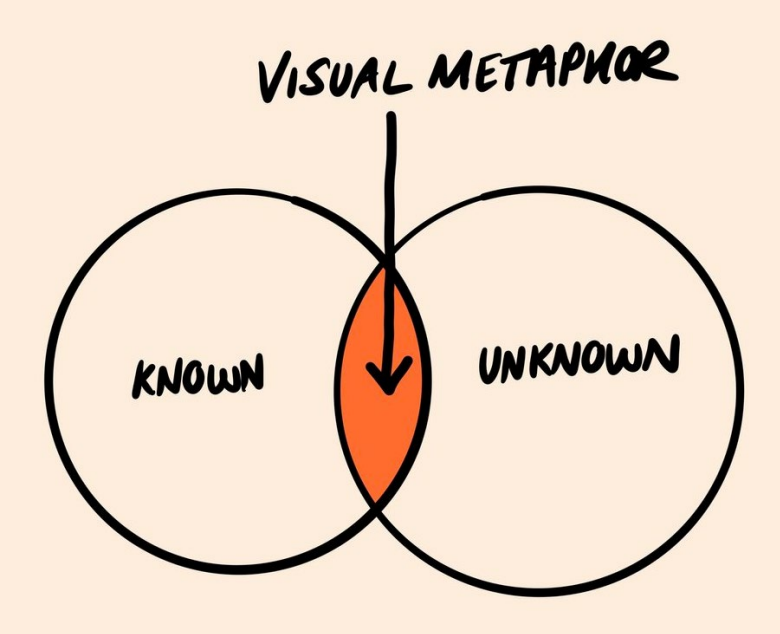
Structuring your 3MT-style presentation

1. Hook the audience (30 sec)

Give them a compelling reason to keep listening!

Creative ways to hook your audience…

- Tell a story
- Use a metaphor
- Pose questions
- “What if….?” “Imagine…”
- Surprise them with a statistic
- Illustrate a concept with a picture of object
- Use a (brief) quotation
- Make them laugh



Look to your favourite podcasts, YouTubers, or TED talks for storytelling inspiration

Structuring your 3MT-style presentation

2. Impact Statement (30 to 60 sec)

Think big picture:

- Why does your research matter?
- What is most interesting about your work?
- What problems will your research help solve?
- Place your research into a broader context that a general audience can understand

Build buy-in first, THEN funnel towards smaller, more focused ideas.

Structuring your 3MT-style presentation

3. Methods and main finding (90 sec)

Explain your approach: which methods did you use to explore your research question?

Tips:

- use metaphors to make unfamiliar concepts seem familiar
- avoid jargon; define any important terms you use
- explain complex concepts in the simplest possible terms

Structuring your 3MT-style presentation

3. Methods and main finding, cont'd (90 sec)

Focus on your most important finding.

- What does your research add to our current understanding of this issue?
- We want to know what your research will lead to. How could your research change health outcomes?
- Offer a clear "take home" message

Structuring your 3MT-style presentation

4. Conclusion (30 sec)

Connect back to your hook:

- Brief summary: recap the importance of your work
- Clearly show who or what will benefit from your results
- How can these results be applied to create a greater impact in your field?

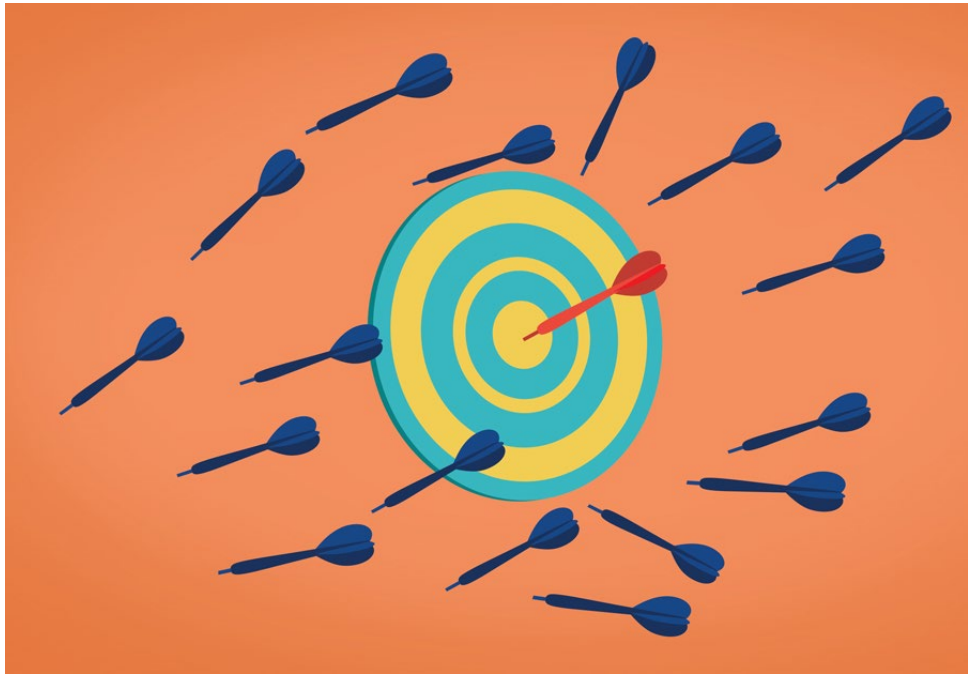
What about my slide?

- **Less is more:**
  - YOU are the authority, not your slide!
- Big, readable, accessible fonts and colour schemes
- Graphs and charts only if they are clear and easy to read without specialized knowledge
- It is ok to use your slide to set a mood or pose a question

Tips

1. Practice, practice, practice

Write your script
Time and record yourself
For a mirror or a friend



2. Voice

Speak clearly (and more slowly than you think you need to)
Find your rhythm
Pause when necessary

Tips

3. Body language

Stand (or sit up) straight

Make clear hand gestures

Make eye contact

Record yourself or ask friends for feedback!

Tips

4. Watch other 3MT-style presentations

Which presentations are most compelling to you and why?

Analyse how they engage with their audience.

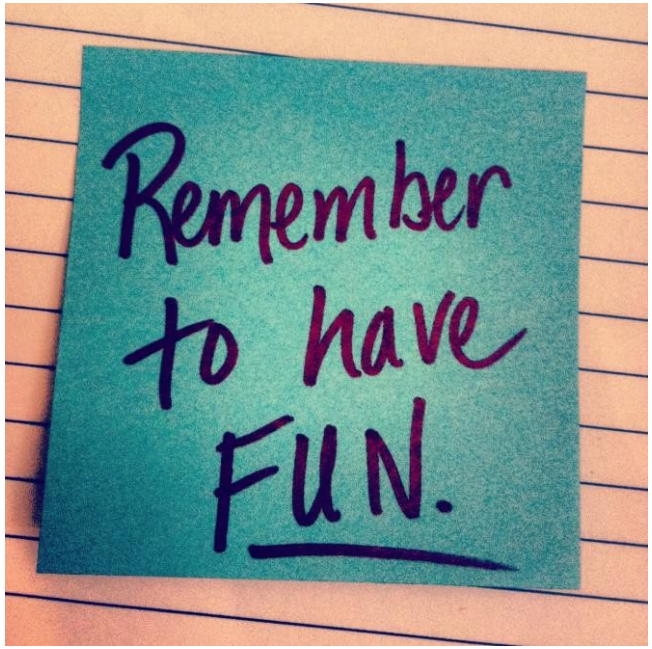
What can you adapt?

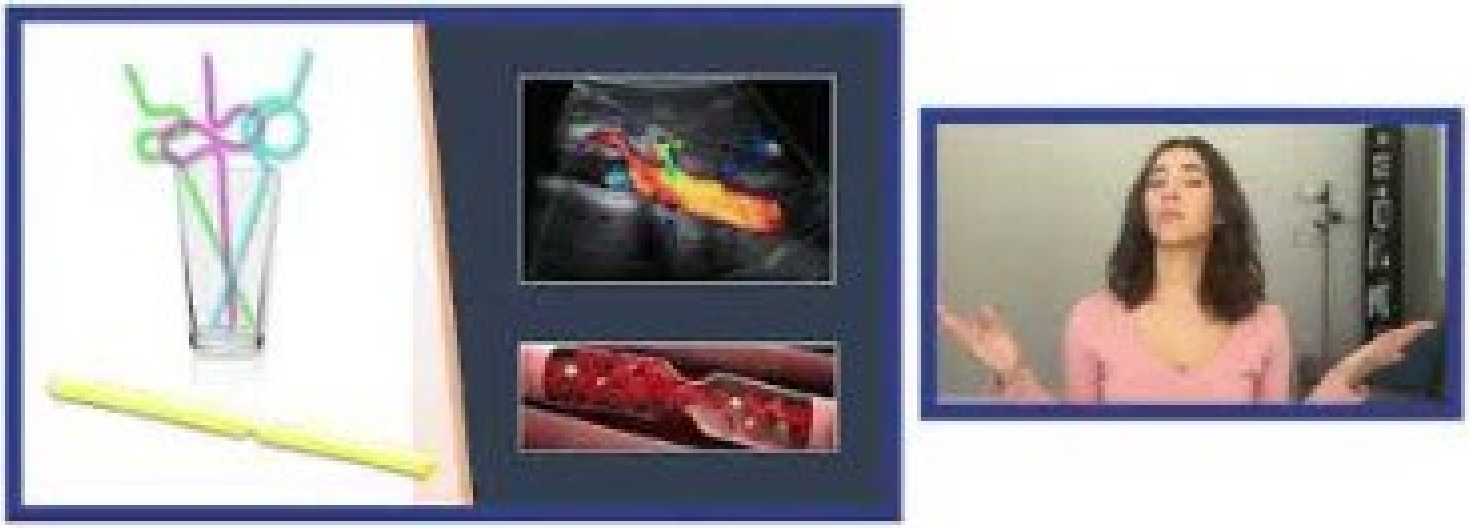
Three Minute Thesis | Faculty of Graduate Studies and Research (ualberta.ca)

Tips

5.

6.





Martha Ruiz 3MT presentation (2020)

Thanks for your attention!

Thanks to:

women & children's health research institute

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