



SPECIAL SESSION AT ISAAC CANCUN: AAC LIGHTNING PITCHES
Wednesday July 26th 2023
Sponsored by Deakin University, Australia and Acapela Group

We are providing an opportunity for all researchers, clinicians, family members, and people who use AAC to share their great AAC-related ideas in a special session at the ISAAC Cancun conference. The only catch is – you have just 3 minutes. This session gives you an opportunity to share your research idea or update, clinical breakthrough, or idea for new technology to a large and diverse audience. Please note that the Lightning Pitch session is not open to product pitches from established, commercial device manufacturers.

If you would like to participate your presentation will need to be as follows:

- A single static Power Point slide is permitted. The slide is to be presented from the beginning of your speech. In preparing the slide, remember that “less is more”. It doesn’t have to include text.
- Presentations are limited to 3 minutes maximum and competitors exceeding 3 minutes will be disqualified.
- Presentations are considered to have commenced when a presenter starts their presentation through either a movement or speech.
- You may use notes to keep you on track, but remember you need to excite and reach your audience.

Presentations will be judged by a panel of three experts, according to the set criteria (please see attached). The author of the winning pitch will receive \$1000 CAD to spend on furthering their idea over the next 12 months. There will also be an Audience Power award for the most popular presentation.

All applications must be received by Friday July 7th 2023. If you are interested in participating, please send an email to conferencecancun@isaac-online.org with your name, country, organization (if applicable) and the title of your 3-minute presentation. Please put “lightning pitch” in the subject line of your email. If accepted, we will contact you with instructions to upload your slide. Your slide will need to be submitted by Monday July 17th.

We can only accept the first fifteen unique submissions we receive, so get your thinking caps on quickly! Please note that the Lightning Pitch session will not run with less than five submissions.



Judging Criteria – Lightning Pitches

Content and innovation

1. Is this an innovative, novel, or creative idea?
2. Did the presentation provide an understanding of the background and to why this is a new idea?
3. Did the presentation clearly describe the significance of the idea?
4. Did the presenter clearly explain how this idea could happen?
5. Did the presentation follow a clear and logical sequence?

Engagement and Communication

6. Did the presentation convey enthusiasm and make the audience want to know more?
7. Did the PowerPoint slide enhance the presentation - was it clear, legible, and concise?
8. Did the presenter capture and maintain the audience's attention?
9. Did the presenter communicate their pitch clearly and confidently?
10. Were the topic, significance, results/impact and outcomes communicated in language appropriate to the AAC audience?