# SPECIAL SESSION at ISAAC Connect:
# AAC Lightning Pitch

## Tuesday 10th August 4pm EDT

# Sponsored by Deakin University, Australia

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 ISAAC Connect. 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.

**How to Apply**
- If you are interested in participating, please send an email to isaacconnect@isaac-online.org with your name, country, organisation (if applicable) and the title of your 3 minute presentation.
- Please put "lightning pitch" in the subject line of your email.
- All applications must be received by Sunday 18th July EDT*.
- We will accept the **first 15 unique submissions we receive**, so get your thinking caps on quickly!

**If you are accepted…**
- Pre-record your presentation as a 3-minute MP4 video file. Easy ways to do this include using your mobile device, or using the recording feature of Microsoft Office Powerpoint or Keynote for Mac.
- You will be sent a Google Drive link for your presentation. You must upload your MP4 file via the Google Drive link by Sunday 25th July EDT.

**Tips for a successful presentation:**
- Presentations are limited to 3 minutes maximum. Competitors exceeding 3 minutes will be disqualified.
- Presentations can include slides with text and/or pictures but remember that 'less is more' in a short presentation!
- 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 expenses to the value of CAD $500 to spend on furthering their idea over the next 12 months. There will also be an Audience Power award for the most popular presentation.

*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?