

Screen

Screen

Gallery

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20th Annual
**HELIOPHYSICS
SUMMER SCHOOL**

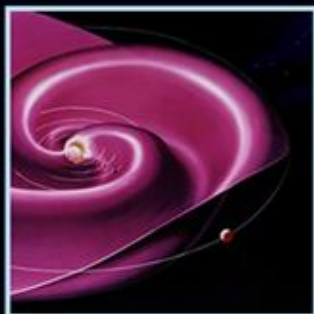
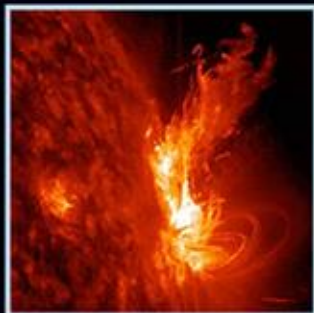
July 21 - 29, 2026
Boulder, CO



UCAR



CPAESS



2026 Theme: Data Driven Heliophysics



NCAR • UCAR • UCP



Welcome to the 2024 Heliophysics Summer School

Organizers: Marco Velli, Farzad Kamalabadi, Nick Gross

NASA Program Manager: Madhulika Guhathakurta

UCAR Staff: Jessica Martinez, Cindy Bruyère

Expectations

- UCAR Code of Conduct - what not to do
- What to do
 - Relaxed Professionalism
 - All voices are welcome
 - Make a place for all ideas and questions
 - Be responsible for each other
- Be Present
 - Selective program
 - Put aside other commitments for now
 - Avoid distractions

Activity A: Getting to Know You

- Find two things you all have in common (aside from Physics)
- Find one thing that is different about you all

Find:

- Who traveled the farthest
- Who is a local guide (Don't tell if you know)

The Elevator Pitch and Other Short Speeches

Inigo Montoya's Guide to Networking Success:

1. Start with a polite greeting.
2. State your name.
3. Provide a relevant personal link.
4. Set expectations for the relationship.

Example:

"Hello. My name is Inigo Montoya. You killed my father. Prepare to die."

RandysRandom.com

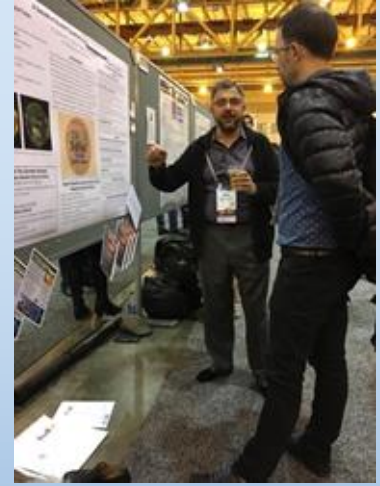


Introductions

- Experience with Elevator Speeches?
- Where have you used them?
- What was your goal?

Opportunities for Short Speeches

- Poster Introduction
- Receptions/ Ice Breaker
- Small meeting introduction
- Social Media Taglines and C.V.



Group Discussion

Identify key features of a pitch

Consider how you might answer them

Think about challenges you might face

Some Examples

Goal: Elevator Pitches are Intended to Sell things

What are you selling?

- Knowledge (Implicit)
- Expertise
- Problems you have or will solve
- Your Enthusiasm

Examples

- Soundbop Kickstarter:
 - https://www.kickstarter.com/projects/2009796190/soundbops-music-building-blocks?ref=home_featured
- ASCB Elevator Pitch Contest
 - <https://www.ascb.org/elevator-speech-contest/>
- In Text
 - <https://www.stim.se/en/interviews/studio-martin-molin>

Components - Crowd Sourced

Elevator Pitch - Crowd Sourced

Qualities	Components	Challenges
• Intro to yourself, your work and your goals • Short/Concise • Audience Appropriate • Engaging	• Short intro to yourself and your research • Include your goals or interests • Relevance (Importance) • Result • Engagement or Ask	• Time • Limit Acronyms and Jargon • Speaking at a good pace but not too quickly • Remain Calm (practice)

Components - Crowd Sourced

- Name and affiliation
- Plain speak about your research
- Consideration: Audience
 - Clarity and conscience
 - Be informal
 - Invitation to work together
- What is the problem or question you are working on
- Interesting Findings
- Follow on problems
- Broader interests
- Ask?

Components

- **Introduction**– Name and Affiliation
- **One-liner** – Plain spoken description of the area you are working.
- **Reel ‘em in**– Major question/problem you study? Motivation?
- **What are you doing?**– How are you answering this question?
- **And?**– What have you found? What’s next?
- **Why does this matter?** Opportunity to show others the value of science.
- **Make Room for Questions:**

If someone starts asking questions, your job is done.

AGU Sharing Science: <https://sharingscience.agu.org/craft-an-elevator-pitch/>

Some other comments

- Use Active Voice
- Limit Jargon
- Gauge Your Audience

Practice

- Sketch out what you want to say
- Practice in Pairs
- Do it to the group

Some other Thoughts

- Practice
 - Video yourself via computer
 - Practice with friends
 - Enter Contests
 - Do it as often as you can
- Consider Goals and Audience
 - Public audience, professional non-experts, experts
- Tell a Story
 - Once upon a time..., Hero's Journey
- Let it Evolve and Grow

Some other references

- MIT Comm Lab
 - <http://mitcommlab.mit.edu/broad/commkit/elevator-pitch/>
- AGU Sharing Science
 - <https://www.agu.org/share-and-advocate/share/news-media/elevator-pitch>
- Article in Nature
 - <https://www.nature.com/articles/nj7435-137a>