

Science Communication Academy: 3MT Draft Activity Sheet

Objectives: Develop a 3 Minute Thesis draft about your research. Be sure to focus on the essence of the topic because you are limited to three minutes.

Your topic is your current research project, but ask yourself these questions:

- What about my research is socially relevant?
- What aspect of your research are you most passionate about? Why?

After you consider these questions, begin to develop your 3MT:

- How does your area of research benefit society? (Focus on ONE thing)
- Demonstrate this benefit with examples and data:
- How can you illustrate this to a public audience and pique their interest? (Oratorical device—story, quote, question)

When writing your script: Know your audience.

- Avoid jargon and complex terminology
- Explain key concepts in simple terms
- Highlight the real-world impact of your research

Structure your story:

- Create a narrative arc with a beginning, middle, and end
- Hook your audience with a strong opening
- Emphasize key points throughout
- Conclude with a powerful takeaway

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Clarity is key:

- Focus on your research's core message
- Explain what you're doing, why it matters, and your goals
- Review and revise your script multiple times

Presenting your research:

- Beginning, middle, end
- Engage audience with oratorical device (rhetorical question, repeat a word or phrase, emotional statements)
- Use simple, easy-to-understand terms (analogies, comparisons)
- Use voice, body language/gestures
- PRACTICE!
- Time yourself (not too fast or slow, don't go over 3 minutes, speak loud and clear)
- Return to oratorical device
- End with a hard stop (don't just fade out)

Refine and seek feedback:

- Record yourself and analyze your performance
- Ask peers or mentors for constructive criticism
- Watch successful 3MT presentations for inspiration

Designing your slide:

- How will you use your slide?
- Not too lean, not too mean (engage visually, but don't distract from you)
- Always face your audience, not your slide
- More visual than text
- Don't use visuals not easily recognized
- Progression of visuals with a story

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