

Nau mai, haere mai

3 Minute Thesis Workshop: Presenting your Research to Lay Audiences

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Management, Marketing and Tourism



Karakia Whakatūwhera | Karakia to Open

Whakatau mai te wairua

Whakawātea mai te hinengaro

Whakarite mai te tinana

Kia ea ai ngā mahi

Āe

Settle the spirit

Clear the mind

Prepare the body

To achieve what needs to be achieved

Yes

**How the hell do you
do that?**

Is it even possible?

What matters most when
you're trying to share your
knowledge with a lay
audience?

Preparation

Pacing

Presentation

Preparation

“Well sown is half grown” Farming Proverb

- What is the problem you’re trying to solve?
- Why is that an important problem we should care about?
- What is your approach to solving that problem?
- Why is that an appropriate approach?
- What do you hope to find/who will it impact/how will it change our world?
- IT TAKES TIME!

Pacing

“Jazz is rhythm and meaning” Henri Matisse

- Present your work for your audience *AND* for you
- Your pacing will energise or deflate your audience
- Being an engaging presenter means having natural pace and rhythm
- Practice
- IT TAKES TIME!!!!

Presentation

“There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.” Dale Carnegie

- Connect with the audience on their level
- Start and end STRONG – find a gimmick, if needed
- Keep your slide neat and uncluttered – your slide adds to what you say, not replace it
- How you say/communicate something is just as important as what you have said/communicated
- Block out your presentation into clear chunks
- IT TAKES TIIIIIMMMME!!!!!!

How to deliver a kick-ass 3MT

“I didn't have time to
write a short letter, so I
wrote a long one
instead.” – Mark Twain

Know your work, know your
audience, and think of the 3Ps

- Preparation
- Pacing
- Presentation

**Always remember that
this TAKES TIME**

3MT Be a part of the competition

Heats will begin in June!

Departments/ Faculty heats are open for registration.

You can find registration links at:

<https://www.canterbury.ac.nz/news-and-events/regular-events/research-student-showcase/3mt>



Join one of our other competitions!

Entries now open.

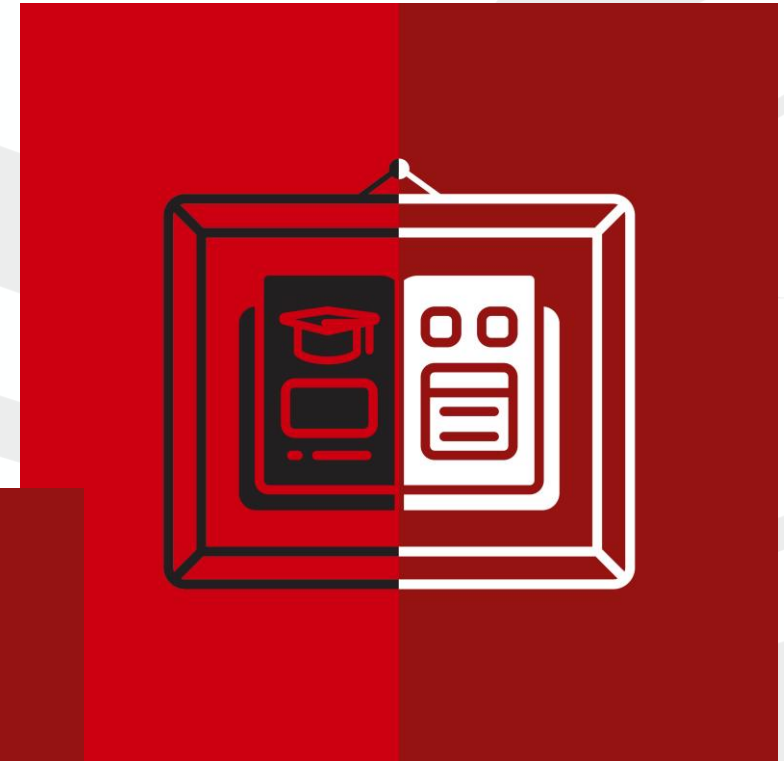
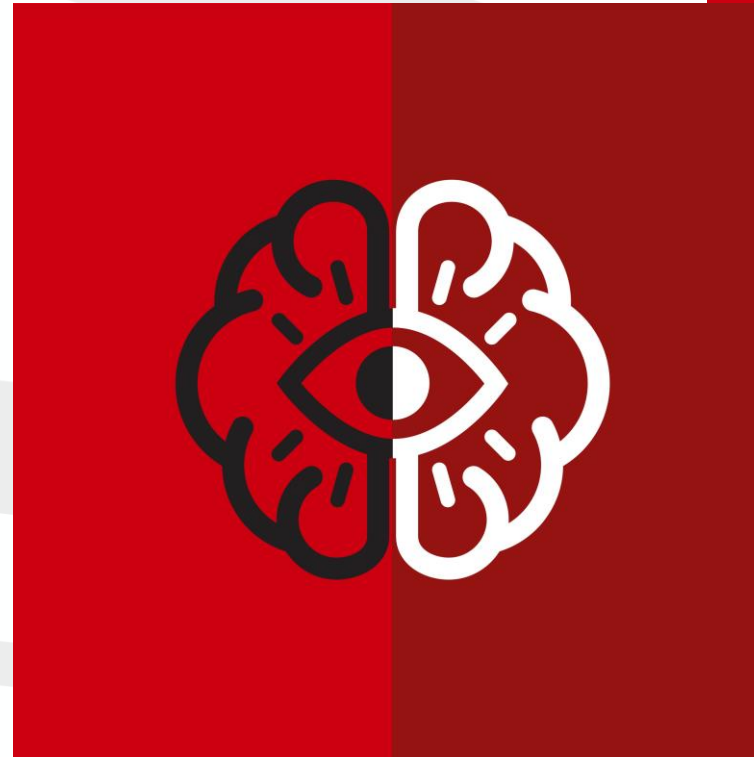
Visualise Your Thesis – present your research within a 60 second video.

Exhibit Your Thesis – present your thesis within a poster.

Find out more at: [Research Student Showcase | University of Canterbury](#)



**Te Kura Tāura
Graduate School**



Whakāturanga Rangahau Research Student Showcase



Evening of **Wednesday 6 August**
Tickets open for registration in July

*Featuring - 3 Minute Thesis, Visualise Your Thesis &
Exhibit Your Thesis*



Visualise
your thesis[™]

Share your thoughts?

We love to hear what you thought of today's session.

What was amazing? Is there anything we can improve?

www.slido.com/ekant



Karakia Whakamutunga | Karakia to Close

Unuhia unuhia

Te pou te pou

Kia wātea kia wātea

Āe kua watea

Remove and uplift

The supporting posts

In order to be free

Yes it has been cleared



Te Kura Tāura Graduate School

Ngā mihi