

Pitchfest

May 6, 2025

Davis Auditorium, 5:00 PM

FULL OR ASSOCIATE MEMBERS SIGN UP USING THE FORM BELOW, AND ANY MEMBER MAY DELIVER THE PITCH.

<https://uvmcommunity.uvm.edu/register/pitchfest-interest-form>

Purpose

The University of Vermont is known for its ‘humble superstars.’ Pitchfest is a forum to shine a light on the impactful research happening across the cancer center and for University of Vermont Cancer Center members to practice their pitch.

At least one investigator—or more—will receive the full support of the University of Vermont, Larner College of Medicine, and UVM Cancer Center communications teams for the ultimate pitch—to bring their research to a national audience.

We’re looking for work that's addressing a major problem related to cancer, investigators who are tackling this issue in a new or unique way, and research that has the potential to save lives or advance science.

Format

Any UVM Cancer Center full or associate member can complete [this form](#) to express interest in participating (please note: the pitch can be delivered by any member of the research group). Seven pitches will be selected.

The event will take place on May 6. It will be no more than two hours long, in-person (live streamed), and refreshments will be provided. Participants can invite trainees, colleagues, friends, and family should they choose.

Each participant will have five minutes to present, with 3 minutes for panel feedback.

Slides:

Each presentation should be five slides. The template is as follows:

- Slide 1: Define the problem (what issue are you trying to solve? How big is the problem?)
- Slide 2: Explain the process (how are you solving the problem?)
- Slide 3: Wow us... what’s novel, innovative, or special about your research?
- Slide 4: What are your findings?
- Slide 5: Timeline – where are you in the arc of your research (planning → publication continuum?)

Our Panel

- Randall Holcombe, MD, MBA Director, UVM Cancer Center (medial expertise)
- Jessica Bartlett (UVM '10), Boston Globe, Medical Journalist specializing in cancer (national reporter)
- Basil Waugh, Media Relations Director, University of Vermont (UVM expert on media relations)
- Stephanie Knific, Executive Director for Strategic Communications and Marketing, Larner College of Medicine (Larner expert on media relations)
- Jeffrey Wakefield, Public Relations (external expert on public relations)

Scoring Framework (1 to 5, equally weighted)

- How well did they describe the significance of the problem?
- How clearly did the presenter describe the process?
- How does their approach differ or advance existing approaches?
- How close is this research to having an impact on advancing the field?
- Please rate the overall quality of the presentation

Run of show

05 – welcome
:10 – first presentation
:20 – second presentation
:30 – third presentation
:40 – fourth presentation
:50 – fifth presentation
1:00 – sixth presentation
1:10 – seventh presentation
1:20 – closing

Incentives

- All participants will receive UVMCC swag item
- At least one investigator will receive full communications support to pitch their work to a national news outlet