

TikTOX

TikTOX – CEW 2023 Student Science Communication Competition

Tips & Tricks for TikTOX

- One option is to present as you would a platform presentation, but focusing in on key elements of your research. For example, start with an overview of your project before diving into a particularly interesting aspect of your research.
- Breakdown your presentation into 3 main parts:
 - Your hook: Draw in the viewer with an exciting question or statement that will get them interested in what you have to say. Why is your research important or necessary?
 - The body: In more detail, what is it that you are investigating and what makes it so interesting? What are your methods? What does your field research look like? Dive into the specific details of your opening hook/statement/the question you posed.
 - Conclusions: What are the main takeaways? What do you want the viewer to think about or remember from your TikTOX? What are the wider implications/impacts of this?

Don't forget to be clear and concise:

- Avoid jargon, acronyms, and academic language
- Present as if you were presenting to your friend or someone in a different field of biology