

## **Abstract for Social Pitch**

**What:** The Social Pitch session at the Global Health Conference Social Marketing & Franchising is a unique opportunity for the speakers to present their innovative projects, models, publications and new idea in the format of a 5-minute pitch. Following each presenter's 3-minute pitch, there is a 2-minute period for questions, answers, and feedback from the audience. It is a contest and an opportunity to present a unique idea, business or product that creates social value in a significant and sustainable manner.

**When:** On competitive basis, pitches are invited from participants across the globe. The shortlisted ones will get a chance to present their pitch. The winning pitches would be felicitated.

**Why:** This forum provides presenters with an opportunity to formulate their idea, collaborate with others interested in their idea, and receive feedback. The goal is a dynamic session in which participants and speakers will network and collaborate about the innovative ideas and experiences. They will build new and enhance existing cross-sector partnerships and bring forward innovative products, services, and business models that meet the objectives of the conference.

**How to Submit an Abstract:** Please log on to [www.smfconference.com](http://www.smfconference.com). Submit your abstract on the Conference Registration Page at the time that you register to attend the conference. When you submit your registration form and payment to attend the conference, your social pitch abstract will be submitted for review. Abstracts must be received electronically no later than midnight of **15<sup>th</sup> November 2013 (IST)**.

**Categories:** The social pitch abstract should be program-focused, emphasizing on any of the below mentioned themes:

- Social Marketing
- Social Franchising
- Public Private Partnership
- Health Care Financing
- M&E for SM/SF Models
- Achieving Equity & Access through SM/SF Models
- Market Based Health Solutions for BOP (Bottom of Pyramid)

### **The Winning Abstract Should:**

- Meet the objectives of the conference
- Focus on changing lives for the better
- Operate a robust, sustainable business model
- Have the potential to grow and broaden their social impact
- Displays vision and ambition

## Template for Social Pitch Abstract Submission:

1. Title
2. Author
3. Co- Author (If any)
4. Theme
5. Main Body of abstract:

300 word maximum (longer abstracts will not be reviewed and will be automatically rejected)

The abstract must be developed under the following headings:

- **Innovation:** What is the innovativeness of the Product/ model/ service/ idea
- **Solution:** What problem is this addressing (e.g. access, quality, utility and gender equity)
- **Describe stage of idea:** Is it at brainstorming/ inception/ pilot/ implementation stage?
- **Based in evidence:** Evidence to substantiate the solution (if applicable)
- **Process and methodology**
- **Management and Financing:** Type of human resources and cost involved
- **Impact:** Expected outcome, what metrics will be used to measure the outcomes and sustainability of the idea/innovation
- **Your “Quest”:** How are you hoping to advance your idea by presenting a pitch at this Conference? If the audience is sold on your idea, how can they invest human or financial resources into your project? Do you need funds to launch or scale your project? Would you like feedback on a specific component of your idea? Are you seeking advisors or local partners?
- **Quality:** The submission must be well written and demonstrate thought and attention to detail. Avoid jargon and be sure that your audience understands exactly what you are proposing.

The authors of the selected abstract by the review committee will be notified and invited for oral presentation. Abstracts received after the dead line will not be accepted.

### Felicitation of the Three Best Presentations

All social pitches that will be presented in the conference will be judged by experts for its relevance, innovativeness and clarity of presentation. Three best presentations will be announced and the presenters will be felicitated.

There would also be an Audience Choice, where all the shortlisted social pitch abstracts (after Phase I) will be listed on the conference website. The social pitch abstract with maximum votes would win the Audience Choice Award.

## **Judging Process**

### **Phase I**

The first phase of judging will be based on entrants' written abstract for social pitch.

Abstracts will be evaluated by a committee comprising of esteemed members, with expertise in SM, SF, M&E, PPP and social enterprise.

Selected social pitches will be notified by midnight of **20<sup>th</sup> November 2013 (IST)**, who will get a chance to present their pitch at the conference.

### **Phase II**

The second phase of judging will be based on in-person pitches that will take place on second day of the conference

Pitches will be judged by a mix of representatives from prominent social organizations and subject experts. The panel of judges will then select three best social pitches.

Winning pitches would be felicitated.

### **Schedule**

Submission Deadline: 15<sup>th</sup> November 2013

Notification of acceptance / rejection: 20<sup>th</sup> November 2013

### **Questions ?**

If you have any questions, please email Ms. Mili Pahwa at [mili.pahwa@gmail.com](mailto:mili.pahwa@gmail.com) and [info@smfconference.com](mailto:info@smfconference.com)