

FEATHERED FINDINGS



www.westernpoultryconference.ca

Attention all graduate students with a passion for poultry research! Are you ready for an opportunity to showcase your expertise at the Western Poultry Conference 2023? Get excited because this year's event will be held in person on June 14, alongside the Pork Congress at Westerner Park in Red Deer, Alberta.

Here's the deal: submit a short video detailing your fascinating poultry-related research, and you could be chosen to present at the conference. You will have the chance to share your work with industry professionals and fellow poultry enthusiasts and be awarded free registration to the event and lunch. But wait, there's more! Your hard work won't go unnoticed, as we plan to share your videos on WPC media channels before and after the conference. Don't miss out on this incredible opportunity to showcase your passion for poultry research and connect with like-minded individuals at the Western Poultry Conference 2023. Submit your video!

June 14, 2023

Frontier Room
Westerner Park
Red Deer, AB

VIDEO GUIDELINES

LENGTH & TOPIC

The video should be no more than 3 minutes.

Present your research. It could be what you plan to do for research, one of your research projects, or your entire thesis!

Focus on why your research is essential, the key highlights

Why does this research matter for the industry? Why should producers care about your project?

Explain your methods, but keep it simple. The goal is to communicate your idea! People can always ask you questions after if they want more details

Keep scientific jargon and acronyms to a minimum

FORMAT

.mov, .mp4 - Please record and send the highest resolution version you can.

EVALUATION CRITERIA

1. Is the thesis topic and its relevance explained in language suitable for the target audience (farmers and industry professionals) ?
2. Does the presentation effectively convey the research findings and methodology to the audience?
3. Does the presenter provide a clear overview of the research's goals and nature?
4. Was the importance and impact of the research made explicit to the audience?
5. Does the presentation follow a logical progression of ideas and concepts?
6. Does the presentation spark the audience's curiosity and make them want to learn more?
7. Did the presenter avoid oversimplifying or exaggerating the research's significance?
8. Does the presenter display enthusiasm for their research topic?
9. Was the audience's attention captured and sustained throughout the presentation?

Do you need some ideas? Here are some excellent examples you can go through and find inspiration

1) *"Why we put broiler breeders on a diet?"* by Camila de Freitas

2) *"Gut Warriors: Weaponizing Probiotics to Kill SuperBugs in Chickens"* by Laura Enekegho

3) *"Cost Efficient Welfare Slaughter"* by Sarah Chudley

4) *"Hay Bales for Enrichment"* by Lisa Fox

5) *"In-Ovo Raman Spectroscopy"* by Megan Wirachowsky

6) *"Review of Stocking Density in Broilers"* by Kira Kottke

7) *"Rodent Control in Poultry Flocks"* by Ashley Lassau

8) *"Probiotic supplementation in layers"* by Brianne McKenna

9) *"Vaccination Procedures in Broiler Hatcheries"* by Natasha Kryger

VIDEO TIPS

Start by making a point-form script of the essential points you want to cover. Read it out loud to get an idea of the length. Remember that the audio should be engaging. Try standing up when you record it like you are at a conference. Ideally, have someone else listen to it before you add it to the video. If you are worried about your audio quality, see if you can insert closed captions/subtitles.

You can use your phone to take video, but try to hold it as steady as possible or use a device (selfie stick, tripod, member of your household) to help.

Check audio and video quality. Try to have a light source in front of you, with no bright light behind you. If you wear glasses, try dimming the brightness of your screen to reduce reflection on your lenses while filming.

You can make your video in any movie-making software/app you like. Some suggestions are below. We will provide additional technical specifications once you have indicated you will be participating in the student program.

Websites for Video Creation:

Animaker: <https://www.animaker.com/>

Moovly: <https://www.moovly.com/>

TIMELINE

Questions can be sent to
Camila de Freitas (crodrig2@ualberta.ca) or
Jesse Hunter (jesse.hunter@mapleleaf.com)

WPC IS PLEASED TO PROVIDE
OPPORTUNITIES FOR STUDENTS
TO INTERACT WITH THE POULTRY
INDUSTRY.

MAY 12

*Deadline to submit the video by email to
jesse.hunter@mapleleaf.com*

MAY 26

*Committee will provide feedback on the videos and
choose the three winners*

JUNE 14

*Live presentation presentation at Western Poultry
Conference, Westerner Park, Red Deer, Alberta*

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—JUNE—
14 **POULTRY**
2023 CONFERENCE
RED DEER, ALBERTA, CANADA

Thank you.

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