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## LEARNING ACTIVITY - Elevator Pitch Presentations

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## LEARNING ACTIVITY

# Elevator Pitch Presentations

Although we tend to think about visual design when we learn about information design, the principles of user-centered design can also be applied to oral information delivery. When working on an issue where you are trying to engage the public in civic action, it is important to prepare a brief speech (approximately 30 seconds), called an elevator pitch, that informs and engages the listener in your work. This is a challenging task that requires planning, practice, and refinement.

When designing information for oral delivery, it is important to consider the following questions:

1. **Is it unusual?** Is the information different, controversial, taboo, or somehow new to your audience so that it catches their attention?
2. **Is it important to the audience?** Is it relevant to their lives? How will they be able to use the information?
3. **Is it accessible?** Is the language easy to understand? Will they have to use extra brain processing power to understand what you're saying? Can they make connections between your information and what they already know?

## Part 1

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Keep these considerations in mind as we watch the Elevator Pitch Challenge video (2015) from Duke University. There are five students in the video. After each student's elevator pitch, we'll stop the video to critique their presentation.

**Elevator Pitch Challenge Video Link:** <https://www.youtube.com/watch?v=IW4hC3J4Q4I>

## CRITIQUE DISCUSSION PROMPTS

- What was the speech about?
- What did they do that was effective?
- What could be improved?
- What do you notice about the language they used?
- What did they do to catch their audience's attention?
- What about their work relates directly to their audience?

## Part 2

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Using what we've learned about designing effective presentations, work in small groups to design a 30-second elevator pitch about a civic action campaign of your choice. Your goal is to both inform your audience about the issue and persuade them to take action. You'll present your pitch at the end of class. Select one person from your group to deliver the pitch, and prepare for the other members to explain your rhetorical strategy.