#### the elevator pitch:

presenting your research in conversation

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### What is an *Elevator Pitch* or *Research Spiel*?

- a concise statement of your research interests and experience to be shared *informally* and *orally* in various professional contexts.
  - a brief encounter with a scholar in your field at a conference
  - introductions around a table at the beginning of meeting
  - introduction to a guest speaker in the hallway right before his/her talk
  - conversation at a reception for a speaker
  - an actual elevator ride with a search committee member

## What is the *goal* of an elevator pitch?

- to create a memorable and positive impression
- to open the door to further conversation

#### Questions your elevator pitch should answer:

- What is the topic of your research?
- What is the problem, issue, or question that you are asking and addressing in your research?
- Why is that problem interesting and important? (i.e. So what?)
- How does your work connect with a broader disciplinary conversation about this topic/problem in your field, and what does it add to that conversation?

## Crafting the elevator pitch:

#### Language

#### key nouns

- offer topical touchstones that are accessible to wide range of educated people
- avoid jargon if possible or deliver specialized terms using appositives

#### action verbs

- express relationships among these key nouns using action verbs
- describe the movement of your work and the activity or action of your involvement

## Crafting the elevator pitch:

- Delivery
  - Eye contact--read your listener
  - Enthusiasm
  - Practice, practice, practice!

## The Cocktail Party Pitch

#### Contexts

- telling friends or family what you do
- discussing your work at poster sessions with possible collaborators, peers, etc.
- cocktail parties, receptions, lunch meetings, campus visit engagements

#### Features

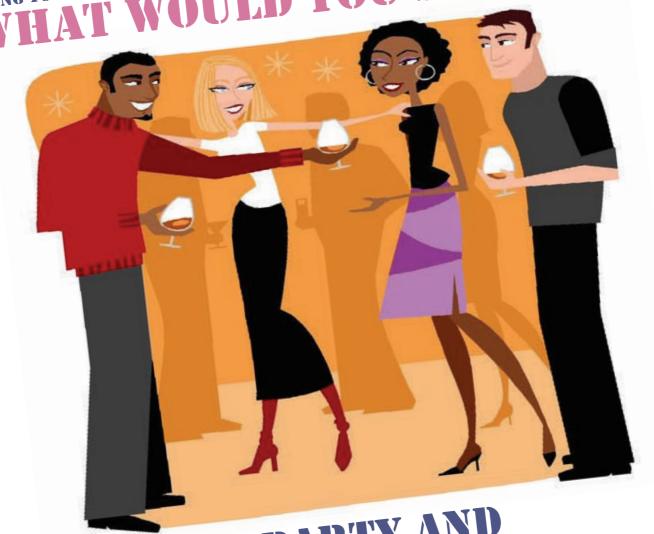
- Conversational, more of an exchange, an actual dialogue
- Listen very carefully, and respond!
- Seek connections between your research interests and your interlocutor's interests
- Ask questions

#### Additional Resources

 Harvard Business School's Pitch Builder: http://www.alumni.hbs.edu/careers/pitch/

- Career Center
- Writing Center

## GOING TO A CONFERENCE? HEADING FOR A JOB INTERVIEW?



## COCKTAIL PARTY AND

# ELEVATOR PITCH ESSENTIALS

NOVEMBER 8.&15. 5:30-6:45 PM • LAFORTUNE BALLROOM BUSINESS CASUAL ATTIRE REQUESTED FOR COCKTAIL PARTY

An elevator pitch is a concise, well-prepared description about your research. Learn how to create it, rehearse it, and tailor it for a specific audience in a way that excites others. On , leaders from the Graduate School, Career Center and Writing Center will teach you the skills that you will need to craft your elevator pitch. You will then have a chance to practice it among faculty and students on School hosts in support of this event.



