Working Session

Creating an Oral Pitch and Presentation

## **Session Overview**

During the session, country teams will produce preliminary draft of an oral (“elevator”) pitch and outline a short (10- to 15-minute) presentation.

## **Length of Session**

Approximately 90 minutes

## **Assignment: Oral Pitch**

## *45 minutes*

Step 1: Define the single overarching communications outcome for the pitch.

|  |
| --- |
| This pitch will |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *(Verb)* |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *(Person/Group)* |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *(Action/Result)* |

*Example*: This pitch will **convince** (verb) **my boss** (person) **to schedule a follow-up meeting with me** (action).

Step 2: Discuss the sequence of elements (“hook,” “compelling fact,” “ask,” etc.) that will be presented in your pitch. Once you have finalized the sequence, list it in the first column on the worksheet on the next page.

Step 3: Determine the specific point(s) that will be covered for each element in the pitch sequence. List those points in the second column of the worksheet on the next page.

**Oral Pitch Outline**

|  |  |  |
| --- | --- | --- |
| #` | Element | Key Points |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |

Step 4: Draft the pitch. If there is sufficient time, deliver the pitch to the colleagues at your table from another country and get their feedback.

## **Assignment: Oral Presentation**

## *45 minutes*

Step 1: Define the single overarching communications outcome for the presentation.

|  |
| --- |
| This presentation will |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *(Verb)* |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *(Person/Group)* |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *(Action/Result)* |

*Example*: This presentation will **educate** (verb) **my boss** (person) to make him **more knowledgeable about difficulties we will have in monitoring SDG progress given the limitations of our CRVS system** (result).

Step 2: Discuss the sequence of elements for your presentation. Once you have finalized the sequence, list it in the first column on the worksheet on the next pages.

Step 3: Determine the specific point(s) that will be covered for each element in the pitch sequence. List those points in the second column of the worksheet on the next pages. In the last column, describe the format of the visual support for the point (slide, data visualization, video, etc.)

**Presentation Outline**

|  |  |  |  |
| --- | --- | --- | --- |
| #` | Element | Key Points | Visual Support |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| 6 |  |  |  |

**Presentation Outline   
(continued)**

|  |  |  |  |
| --- | --- | --- | --- |
| #` | Element | Key Points | Visual Support |
| 7 |  |  |  |
| 8 |  |  |  |
| 9 |  |  |  |
| 10 |  |  |  |
| 11 |  |  |  |
| 12 |  |  |  |