

elevator pitches cont.
Presentation structure
Instructions for final
presentation

Elevator pitch Introductions and Conclusions

Grab attention in your introduction with using the different rhetorical modes

For example:

- Start by asking a question to the audience
- Give some surprising statistics or an interesting fact
- Start with an anecdote or story
- Poll the audience
- Use humour
- Wow the audience with your expertise

First, think individually of some effective attention grabbers (10 minutes)

Then test them out in groups of four

Consider the rhetorical modes also in your conclusion!

- Briefly say what you've talked about
- Emphasise your main message
- End with some memorable last words!

e.g.

- Relate back to your original attention grabber
- Make a startling or inspiring statement
- Call for action

Task: take a minute to note down some ideas for your conclusion

Time to put this all together

- Begin to construct your elevator pitch:
- Incorporate a problem-solution pattern and the three rhetorical modes
- Include a clear introduction with an attention grabber
- Include a clear conclusion that completes the circle, for example by returning to a question or statement made in the introduction

Elevator pitches will now be held
on 19 April

**Final presentation screened
(on April 19)**

5-7 min individual presentation - content:

- **Proposal & plan:** What did you set out to do and in what order? You can use slides from your mid-project presentation.
- **Documentation of your tests & exploration in the workshops:** What did you try? How did it work? Did you make changes, why?
- **Documentation of execution and iteration on the finished work:** How did you create the final prototype? Use your documentation here: images, text & video.
- **Conclusions and reflection:** What did you learn? What would you do different? How would you proceed?

- 5-7 minute recorded presentation

5 min individual presentation - form:

- **Clear, catchy intro (problem-solution pattern if appropriate).**
- **Main body**
- **Effective conclusion**
- **Use of appeals to both logic, emotion and credibility of the speaker**

Effective presentations

For 10 mins:

Group 1, write down your thoughts about what makes an effective presentation.

Group 2, write down your thoughts about what makes a **poor** presentation.

At the signal, exchange notes with the other group and & review what they wrote.

(10 mins)

Add your own your ideas too or indicate with a + if you agree with any of the points.

Switch back to your original notes.

Were any new insights added by the other group?

Take turns in summarizing the main points for all of us! **(10 mins)**

DO's and DON'Ts of presentations

IN PAIRS

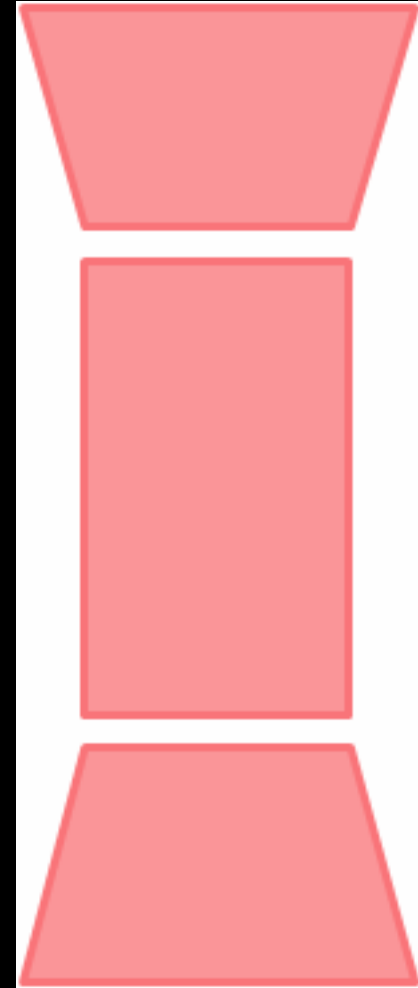
Think of your personal experience(s) of both seeing and giving academic presentations

What are your expectations?

Introduction – Body – Conclusion

Discuss:

**Why is the introduction important?
What do you think the introduction
should include?**



Capture attention

- Why should your audience care?
- How could you hook their attention: rhetorical question(s), startling assertion, humor, suspense, poll, a story?

Establish credibility

- Who are you?
- Why should the audience believe you?

State purpose

- To persuade?
- To inform?
- To entertain?

Preview talk

- Keep short , concise and clear
- Mention the main points of the talk

Discuss:

Is it important?

Why is it important?

What should it include?



[Gerd Altmann](#)

[Pixabay](#)

Signal

- Alert the audience that your talk is coming to an end by using a transitional phrase!
- Don't introduce new ideas!

Summarize

- Paraphrase your main points!

Restate

- Restate your topic and purpose!

Return to your attention grabber

- “Do you remember what we saw/ asked/ did in the beginning” ...?

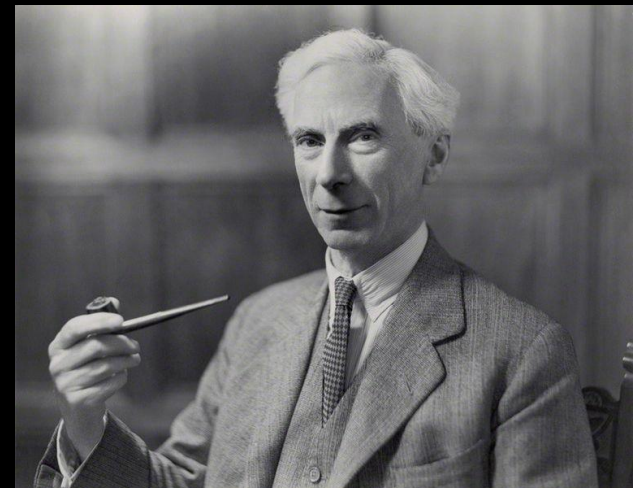
Invite questions & provide sources

- “I now welcome any questions you may have!
- If anyone is interested in finding out more about this, we recommend the following sources”...

Remember
Logos, ethos, pathos

Logos = logic & evidence

- Convince the audience by appealing to their sense of reason:
 - Logical arguments supported by reliable facts and figures
- Example: “According to the Gun Violence Archive, in 2020 handguns accounted for approximately 20 000 deaths in the US alone. Therefore, restricting the sale of these weapons could have a significant positive impact on society”



Persuade the audience by convincing them you are an authority on the subject

- Character and reputation
- Trustworthiness
- Expertise on the subject
- Example:
 - “As a member of the UN’s special commission on climate change
 - and as a scientist working in the field of climatology for over 30 years,
 - I can tell you that urgent action is needed to save the planet”



- Pathos = emotion

Convince the audience by eliciting a strong emotional response:



- Inspiration or motivation
- Sympathy, Humour, Sorrow, Shock,
- Guilt, Pride...
- Narrative tools:
 - anecdotes / personal examples, stories, jokes
- Language tools:
 - Metaphors (e.g. “life is a journey”)
 - Inspiring vocabulary (e.g. action verbs!)
- Example:
 - “This is Amoo, he lives on a beautiful atoll in the Pacific Ocean. However, if the climate continues to warm, his island paradise may soon sink beneath the waves.”

**The most effective presentations
combine logos, ethos and
pathos**

Instant presentations

- Pick a topic on which to give a mini presentation (2-3 minutes) to the members of your group.
- Include:
 - an introduction with an attention-grabber, establishment of credibility, and preview of talk.
 - Main body containing two or three main points.
 - A conclusion which summarizes the main points and ends forcefully (returns to the attention grabber, ends with a call to action/ take home message etc)

Instant presentation topics

- My biggest concern for the future is...
- Real wealth is never measured in money or possessions.
- Conservation is survival.
- Real love is not the stuff of pop songs.
- If I were an animal I'd be a...
- Plants have feelings too.
- Junk food's popularity relies on marketing.
- To err is human. To forgive is divine.
- The world is a smaller place these days.
- The more we communicate, the less we really say.
- When I grow up...
- The best letter of the alphabet is ...
- Goals are good for you.
- The most important lesson of my life so far...
- Intelligence is not enough.
- If I ruled the world...
- Color affects the way people feel.

(source: write-it-out-loud.com)

Homework

- Submit your draft press release for teacher comments by Friday night
- Work on your elevator pitch (you will be practising them in class on Friday 31st March and Monday 3 April)