GRAB THEIR ATTENTION

Look through the following slides and then plan an attention-grabber to use at the beginning of your presentation to quickly and effectively show that, yes, there IS something in this for them!

1. Begin with a story (anecdote)

I was once faced with a difficult situation, I had to make a decision fast...
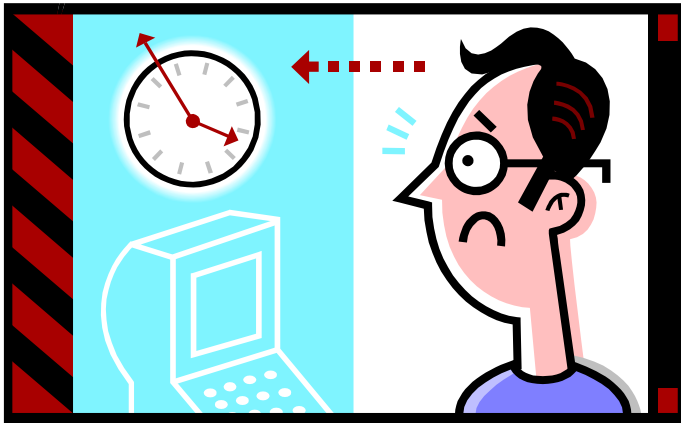
Be careful: telling long stories in the introduction can be distracting (both for you and the audience).
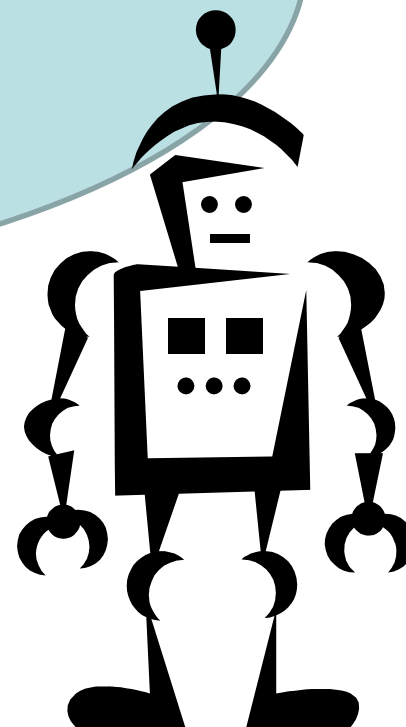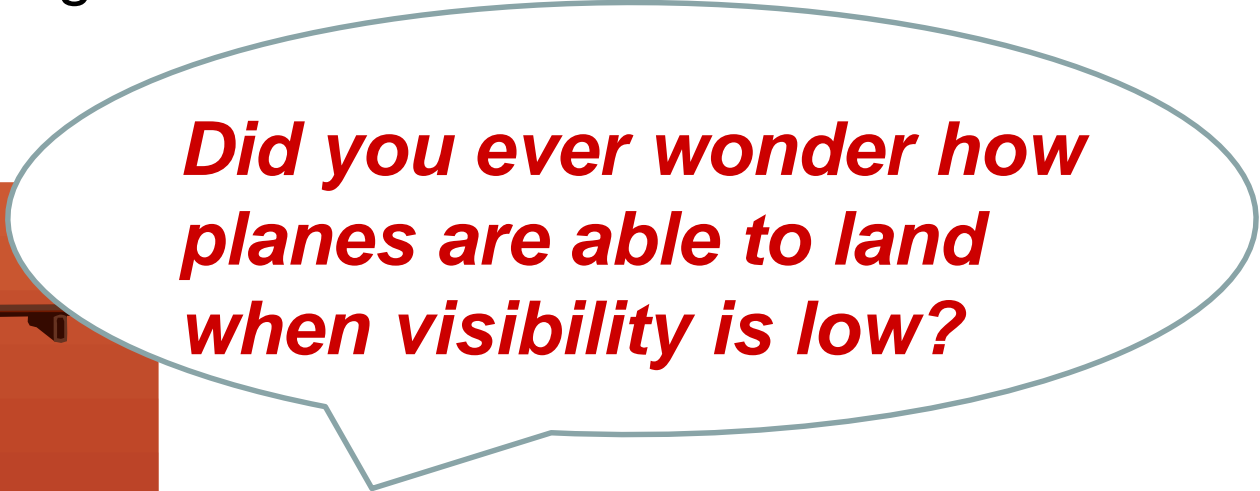
2. Refer to a recent event

3. Connect with something your audience knows or cares about

Many of us might know someone who is autistic and what this means in terms of social skills –would robots be better teachers for autistic children than humans?
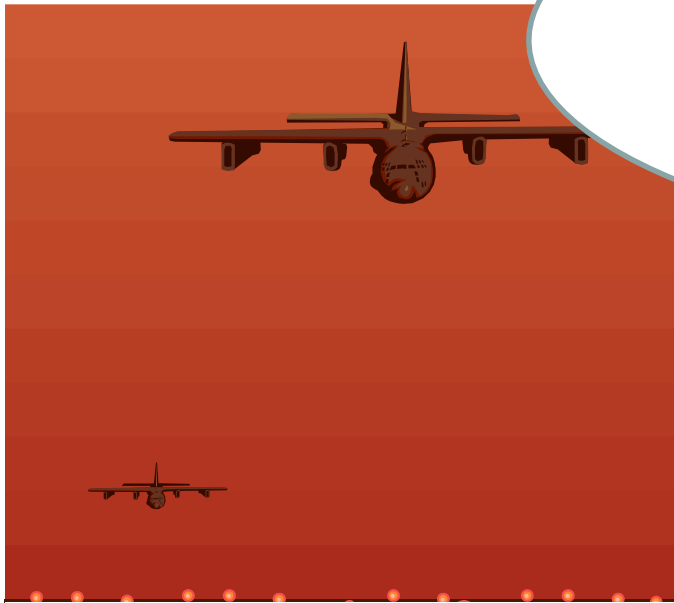
4. Ask rhetorical questions

Create questions your audience would ask—questions about items they might **not understand** or that are **controversial**.
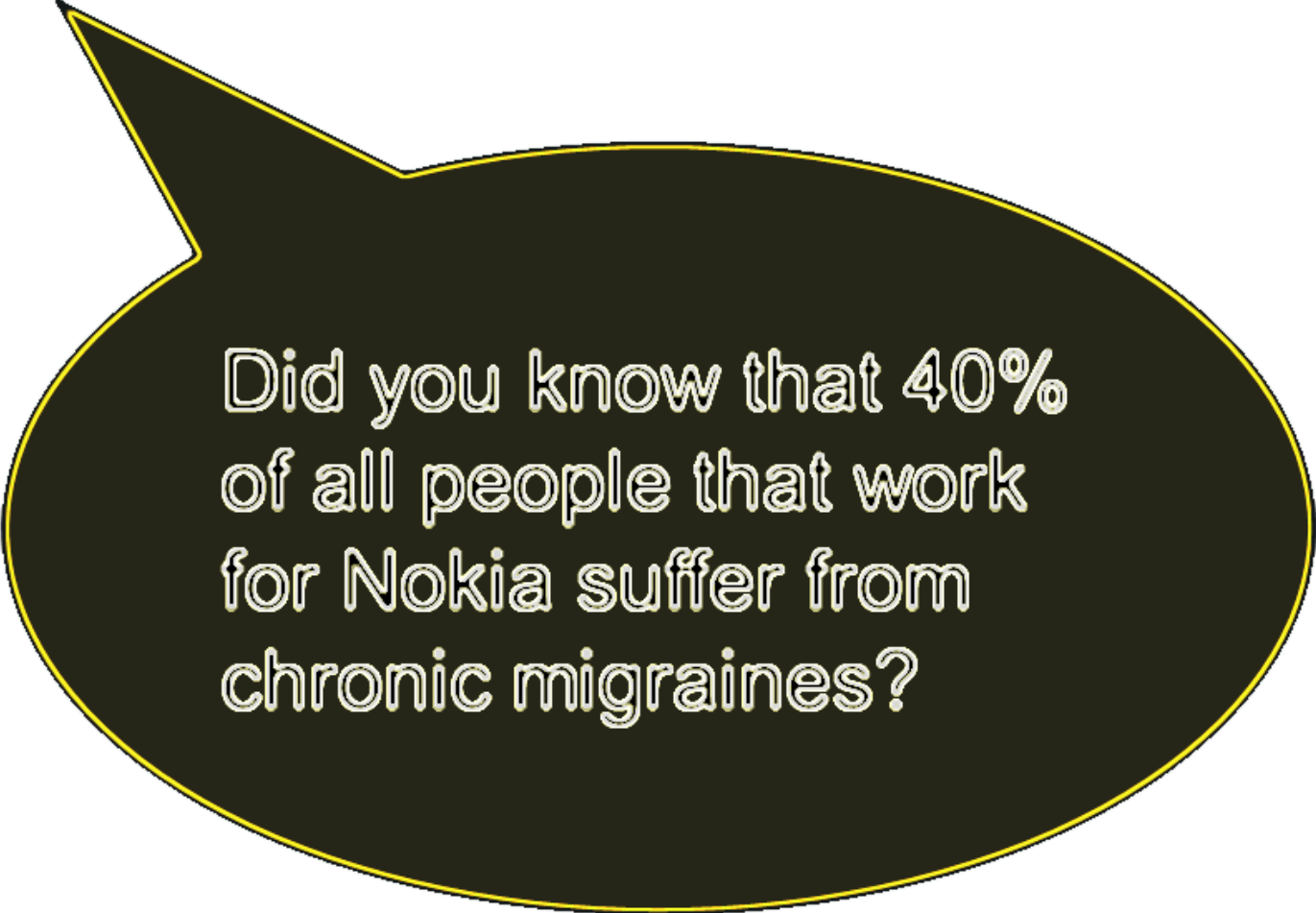
> *Did you ever wonder how planes are able to land when visibility is low?*

Be careful not to ask too many questions!

5. Make a startling statement!

Did you know that 40% of all people that work for Nokia suffer from chronic migraines?

6. Create suspense or dissonance

**(Dissonance: A feeling that things are just a bit unsettled…
Leaves you hoping for a happy ending….**)

> ***Global warming – fact or fiction?***
> *During this talk, we discuss the cold hard science, and come to some indisputable conclusions…*

7. Put your audience at ease with humour

8. Take a quick survey or poll

How many of you here have feared a global famine? Let's see a show of hands…

9. Give a quiz

10. Do a demo

Summary of *Capturing Attention*

1. Begin with a story (anecdote)
2. Refer to a recent event
3. Connect with something your audience knows or cares about
4. Ask rhetorical questions
5. Make a startling statement
6. Create suspense or dissonance
7. Use humour
8. Take a quick survey
9. Give a quiz
10. Do a demo

At the beginning of your pitch, grab the attention of your audience

- Choose one of the suggested attention grabbers to make the topic of your elevator pitch relevant to the listeners.

- …or something else! Don't be afraid to try something new ☺

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