

## Elevator Pitch Webinar Script

<b>Title</b>	Elevator Pitch: Webinar	
<b>Date &amp; Time</b>	Friday 15th of December 2023 16:00 CET time, duration 1 ½ hours	
<b>Organiser</b>	Move&Act consortium	
<b>Organiser Contact Info</b>	Email	moveandact2022@gmail.com
	Webpage	http://moveandact-project.com/
<b>Speakers Contact Info</b>	Email	ana@openeurope.es echapa@openeurope.es
	Webpage	https://openeurope.es/en/home/
	Email	istitutosordi.projects@gmail.com
	Webpage	https://www.ergon4deaf.org/
<b>MOVE &amp; ACT e Platform link</b>	<a href="https://moveandactplatform.eu/">https://moveandactplatform.eu/</a>	
<b>Learning outcomes</b>	<p>After the completion of the webinar participants:</p> <ol style="list-style-type: none"> <li>1. ...will be able to define what the elevator pitch technique is, formulate its purpose and differentiate it from other forms of communication;</li> <li>2. ...will understand the importance of a well-formulated elevator pitch and recognise its value in different professional situations;</li> <li>3. ...will be able to adapt and optimise their elevator pitch for LinkedIn and Instagram by using the unique features of both platforms;</li> <li>4. ...will develop the ability to create an engaging artist biography and effectively present their portfolio on social media platforms;</li> <li>5. ...will be able to formulate key messages that align with their objectives, write concise and compelling elevator pitch statements and adapt content according to audience and context;</li> <li>6. ...will be able to recognize the best practises for an effective elevator pitch, avoid common pitfalls and demonstrate the right body language, tone of voice and pace during the presentation.</li> </ol>	
<b>Instructions for participating in Webinars</b>	<ol style="list-style-type: none"> <li>1. You are kindly asked to connect 5 minutes before the starting hour of each webinar. The webinar will start exactly at the scheduled time.</li> <li>2. If you have any question you can “Raise your Hand” during the webinar. However, we recommend you to allow the trainer to control the time and frequency of brakes for questions.</li> <li>3. Please be polite and cooperative with other participants, trainers and moderators.</li> <li>4. We encourage you to use the chat during webinar for welcoming messages, <b>asking questions</b> or provide us with some information.</li> <li>5. The webinar will be recorded and uploaded to the MOVE &amp; ACT platform. If you do not wish to appear on the recording, please switch off your camera and microphone.</li> </ol>	

Name	Role	Notes
M <sup>a</sup> Elena Chapa de la Peña - Open Europe (Project Manager)	Presenter / Trainer	Elena Chapa de la Peña has a Bachelor's degree in Psychology and a Master's degree in Social Intervention. Today she works as a Project Manager for educational and inclusion projects related to the use of new technologies in arts and culture, as she is a techno-optimist. In 2017, Elena shifted her career from HR to the education sector. Since then, she has been using the knowledge she gained in both fields to help others, especially by supporting people in their job search and helping them to improve their skills.
Ana Isabel Herranz Zentarski – Open Europe (Project Coordinator)	Presenter / Trainer	Ana Herranz Zentarski is an entrepreneurial individual with diverse interests, especially in the fields of language teaching and new technologies. She has over 15 years of expertise in business management by successfully running her own business. Ana is currently a project coordinator at the non-governmental organisation Open Europe (in Reus, Spain), where she leads projects on innovation in education. She specialises in accessibility and capacity building through the strategic use of new technologies.
Simona Biani – Associazione Ergon a favore dei Sordi	Moderator / Technical Assistant	Project coordinator at Associazione Ergon a favore dei Sordi

Phase	Topic	Speaker
<b>Introductions</b>		
<b>Greeting &amp; Introduction</b>	Webinar structure and administration	Simona Biani
<b>Speaker Introduction</b>	Introduce Presenter	Simona Biani
<b>Body Content</b>		
	About Move&Act	M <sup>a</sup> Elena Chapa de la Peña & Ana Isabel Herranz Zentarski
<b>Speaker Content</b>	What is an elevator pitch?	
	Why is it important?	
	Key elements of an Elevator pitch	
	Examples (Written) Examples of (Visual) Elevator pitches	



	Considerations before writing an Elevator pitch	
	LinkedIn Instagram The process of Writing an Elevator Pitch	
	How to deliver an elevator pitch (do's and don'ts)	
	Dos Don'ts	
<b>Wrap Up, Questions &amp; End</b>		
<b>Questions and Answers</b>	Open Q&A Session	M <sup>a</sup> Elena Chapa de la Peña & Ana Isabel Herranz Zentarski
<b>Quality</b>	Quality evaluation	M <sup>a</sup> Elena Chapa de la Peña & Ana Isabel Herranz Zentarski
<b>Elevator Pitch Webinar Test link:</b>		
<b>Conclusion</b>		Simona Biani