

ELEVATOR PITCH WEBINAR



**Co-funded by
the European Union**

Disclaimer: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

**Move
& Act**

ABOUT MOVE & ACT



Co-funded by
the European Union

Erasmus+ Project Move&Act

Move
& Act

Aim:

- **Strengthening the digital skills and fostering a social entrepreneurial mindset among young people.**



Co-funded by
the European Union



Resources for your people

**Move
& Act**

**GUIDE with
new artistic
techniques and
activities.**



**Move
& Act**

**Empower Youth through
Entrepreneurial and
Digital Skills**

WP2.1 An open
guide with new
and innovative artistic
techniques and activities

Co-funded by
the European Union

GUIDE

Seven new and innovative artistic techniques
about the Visual Arts and seven artistic activities
which use digital technologies such as 3D printing
or scanning.

READ (EN) SP

GR PL IT LT



Co-funded by
the European Union



Series of **WEBINARS** about basic artistic and digital skills.



Webinar #1 ART instead of a pill - a therapeutic a...
Move & Act Copiar enl. & Act
ARTISTIC & DIGITAL SKILLS
ART instead of a pill - a therapeutic aspect of art. Collage
Thursdays 16.02.2023
Magdalena Zawisza PhD
Ver en Co-funded by YouTube Union
Webinar's Script

WEBINAR NO.1: ART instead of a pill – a therapeutic aspect of art. Collage

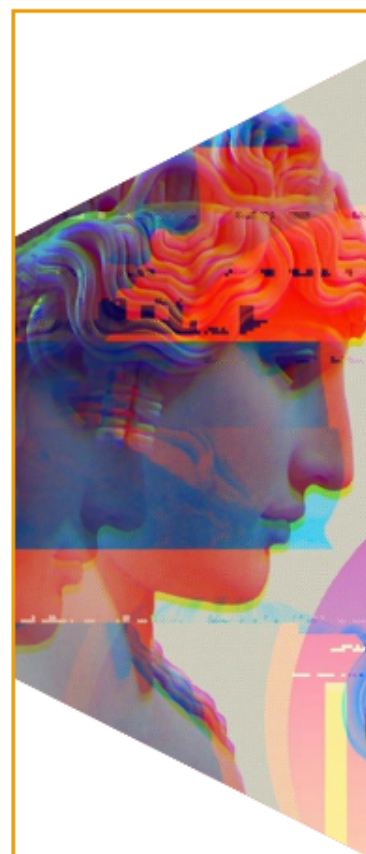
During this webinar, you will discover the therapeutic potential of art as a means of self-expression and healing. You will realize that creating artwork does not require special preparation or learning, and you will be empowered to explore your artistic abilities freely. The webinar focus on collage as an accessible technique, providing a solid understanding and practical knowledge to create your own collage-based artwork. By the end of the session, you will leave with newfound confidence and skills, ready to engage in the self-therapeutic practice of art, understanding the versatility of collage, and capable of producing captivating artwork using this technique.

Trainer: [Magdalena Zawisza](#)



Co-funded by
the European Union





GUIDE

Seven new and innovative artistic techniques about the Visual Arts and seven artistic activities which use digital technologies such as 3D printing or scanning.

READ (EN)

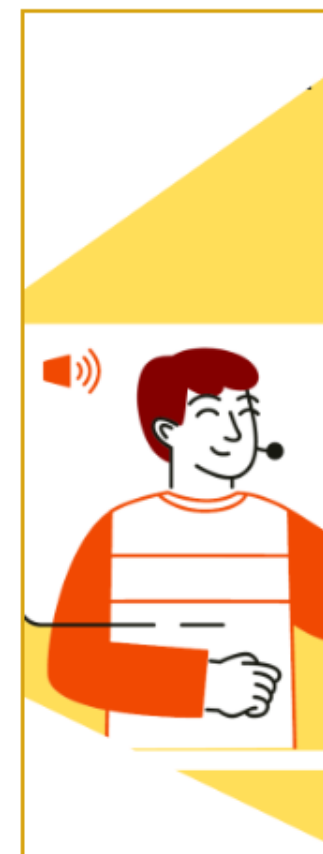
SP

GR

PL

IT

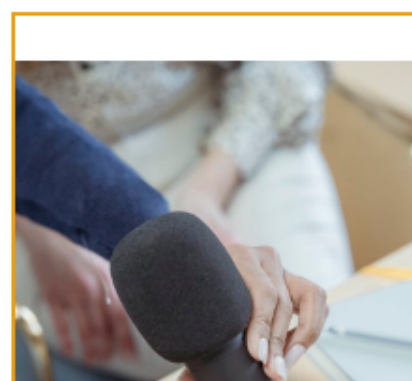
LT



WEBINARS

The content of the webinars is about the basic artistic skills (e.g. sculpting, photography, crafts) and digital skills (3D Design & 3D Printing)

WATCH



Move&Act Platform

ELEVATOR PITCH



Co-funded by
the European Union



WHAT IS AN ELEVATOR PITCH?



**Move
& Act**

If you happen to run into your ideal employer or business partner in a lift (elevator) – or anywhere else – you have about 60 seconds or less to impress them.



Co-funded by
the European Union



Origin story?

The Elevator Pitch has several origin stories, one of which involves Ilene Rosenzweig and Michael Caruso (1990), journalists at Vanity Fair magazine. Caruso, a senior editor, found it difficult to pitch ideas to the editor-in-chief because she was constantly travelling. To solve this problem, Caruso pitch his ideas to her during short periods of free time she had, such as during a lift rides.



Co-funded by
the European Union

VANITY FAIR

Elevator pitch

**Move
& Act**

This is a short speech of 30-60 seconds in which you introduce yourself and highlight your professional background.

In a few words, how you can present yourself in a professional environment.



Co-funded by
the European Union



How does an Elevator pitch look like?

**Move
& Act**

- **Written**
 - The first step is always to write it down
- **Speech**
 - Constricted to a specific moment
- **Visual**
 - You can post it online



Co-funded by
the European Union



WHY IS IT IMPORTANT?



Co-funded by
the European Union

An Elevator Pitch attracts attention, sparks curiosity and leaves a lasting impression that can lead to opportunities such as meetings, collaborations or job offers.



Builds self-confidence

**Move
& Act**

Knowing what to say and how to say it builds confidence. A script serves as a guide and provides a structure that helps the performer to conduct conversations smoothly. This can be particularly beneficial in high-pressure situations, such as networking events or interviews.



Co-funded by
the European Union

Professionalism

Move
& Act

A prepared script shows professionalism. It shows that you have taken the time to think about your story, your goals and how you want to be perceived. This level of preparation can leave a positive impression on potential collaborators, clients or employers.



Co-funded by
the European Union

KEY ELEMENTS OF AN ELEVATOR PITCH



Co-funded by
the European Union



What to say

**Move
& Act**

Who you are.

- **Define your artistic vision and style; your background and skills...**



Co-funded by
the European Union



What you do professionally.

- **Your practice and projects and your value proposition.**
- **If it's a visual elevator pitch, include images or videos of your artistic work.**



Co-funded by
the European Union



And finally

- **Call to action: What you're seeking or offering.**



Co-funded by
the European Union



EXAMPLES [WRITTEN]



Example 1

Move
& Act

Hi, I'm Jesse, a passionate **painter specialising in vibrant landscapes and abstract pieces. I've experience with local galleries and community projects and would love to discuss with you how my art can inspire your space or project.**



Co-funded by
the European Union

Example 2

Move
& Act

" Hi, I'm Jordan. I'm passionate about turning ideas into captivating visuals. If you know anyone seeking a talented **graphic designer, please connect us."**



Co-funded by
the European Union

Example 3

Move
& ▲ Act

Hi, I'm Taylor, a **music producer who is passionate about creating unique sound experiences. From indie tracks to commercial jingles, I specialise in blending genres and pushing musical boundaries. Let's talk about how I can enhance your project with distinctive and memorable music.**



Co-funded by
the European Union

Example 4

Move
& Act

"Hi, I'm Morgan. I specialise in pushing the boundaries of traditional art using design and illustration software such as **Photoshop. I'm currently studying **Graphic Design** and bring a mix of creativity and technical skills. If you're interested in innovative art, let's talk about how my unique perspective can enhance your projects. I look forward to having a conversation with you!"**



Co-funded by
the European Union

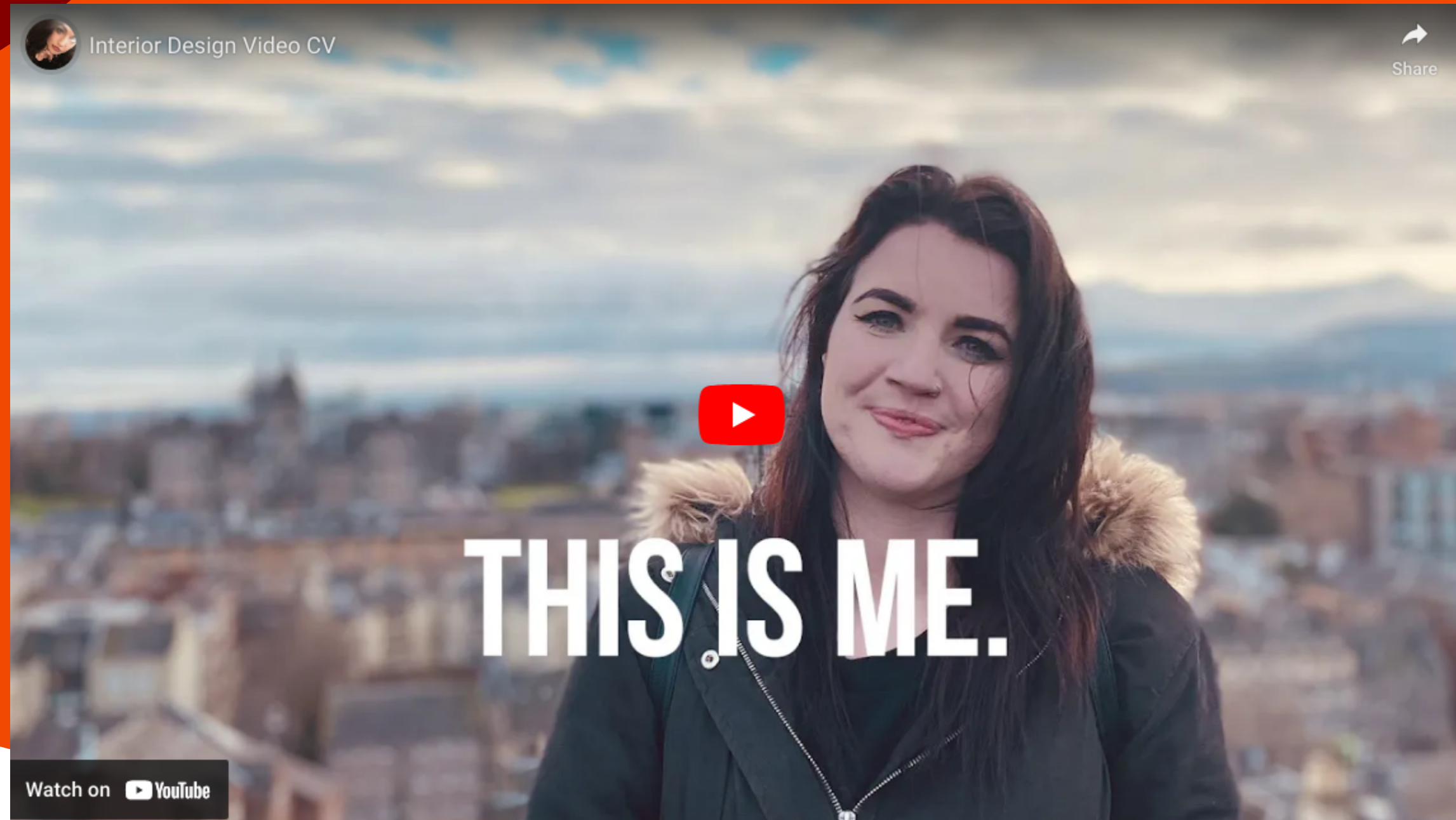
EXAMPLES OF [VISUAL] ELEVATOR PITCHES



Co-funded by
the European Union

Example 1

**Move
& Act**



Co-funded by
the European Union

[Interior Design Video CV](#)

Example 2

**Move
& Act**



Co-funded by
the European Union

[CV Audiovisual](#)



CONSIDERATIONS BEFORE WRITING AN ELEVATOR PITCH



**Move
& Act**

Personal Branding



Co-funded by
the European Union

Whether we realise it or not, our presence on social media is a form of personal branding. The pictures, posts and updates we share contribute to the story we build around ourselves.



Tip!

Move
& Act

Use your social media (LinkedIn, Instagram, TikTok, Facebook, Youtube and even your WhatsApp profile and stories) wisely. Always stay in control - do not make yourself vulnerable to scrutiny.



Co-funded by
the European Union

NOW IT'S YOUR TURN!

**LET'S ANALYSE THE FOLLOWING VISUAL
ELEVATOR PITCHES**



Co-funded by
the European Union



**Co-funded by
the European Union**

[60 Seconds CV](#)





Arthur - Video CV



**Co-funded by
the European Union**

Atefe Pirzade - Video CV



atefe pirzade
13 suscriptores

Suscribirse



Co-funded by
the European Union

Atefe - Video CV



[THIS IS ME \[Creative Introduction\]](#)



Co-funded by
the European Union

Tip!

**Move
& Act**

Platforms such as TikTok and Instagram offer young people the opportunity to successfully showcase their skills, interests and unique qualities and make a memorable first impression in new and creative ways.



Co-funded by
the European Union

**Move
& Act**



LinkedIn



**Co-funded by
the European Union**

**Move
& Act**

Education

Experience

Volunteering

Portfolio

Skills

**Solo/Group
Exhibitions**

Awards

Links



Co-funded by
the European Union

Tip!

**Move
& Act**

LinkedIn: Leave out personal details like hobbies.



Co-funded by
the European Union

**LinkedIn
headline**

**(& about
section)**



Once you've written the script for your Elevator pitch, **USE IT to build your personal brand online. Take advantage of LinkedIn's "**Headline**" and "**About**" sections.**



Headline: visible, for all to see. An opportunity to generate curiosity.

About sections: Visible once people access your profile.



Example 1

Move
& Act

Audrey Havey ✓ (She/Her) · 3er
Freelance Designer, Illustrator, Motion Designer | 'lil bit of YouTube shenanigans

Temas que suele tratar: #design, #content, #blogpost, #illustration y #motiondesign

Columbus, Ohio, Estados Unidos · [Información de contacto](#)

[Check Out My Work](#)

3,150 seguidores · Más de 500 contactos

✓ Siguiendo Enviar mensaje Más



Audrey Stemen Design & Creative

Audrey Stemen is an award-winning freelance designer that cares about creating something different every time. Based in Phoenix, Arizona.

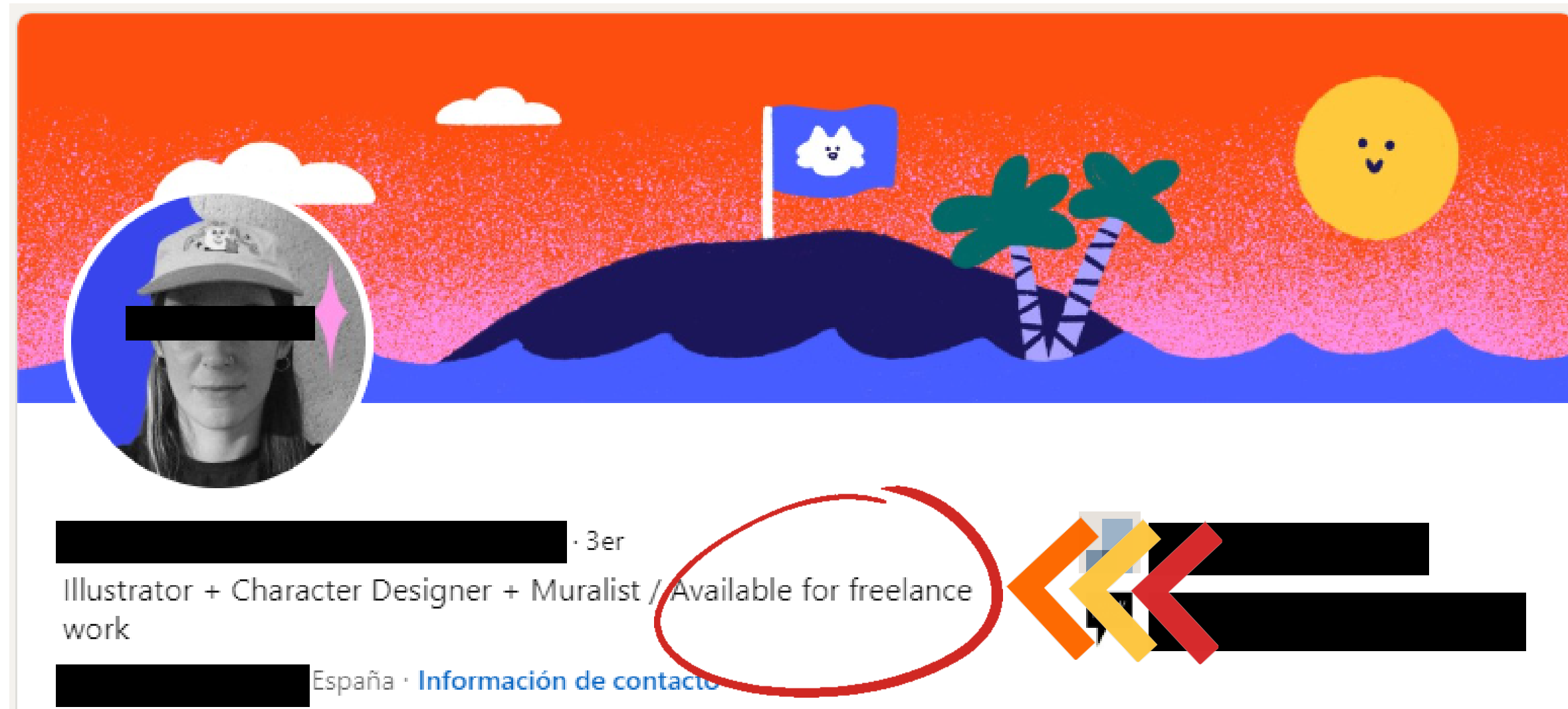
 Audrey Stemen



Co-funded by
the European Union

Example 2

Move
& Act

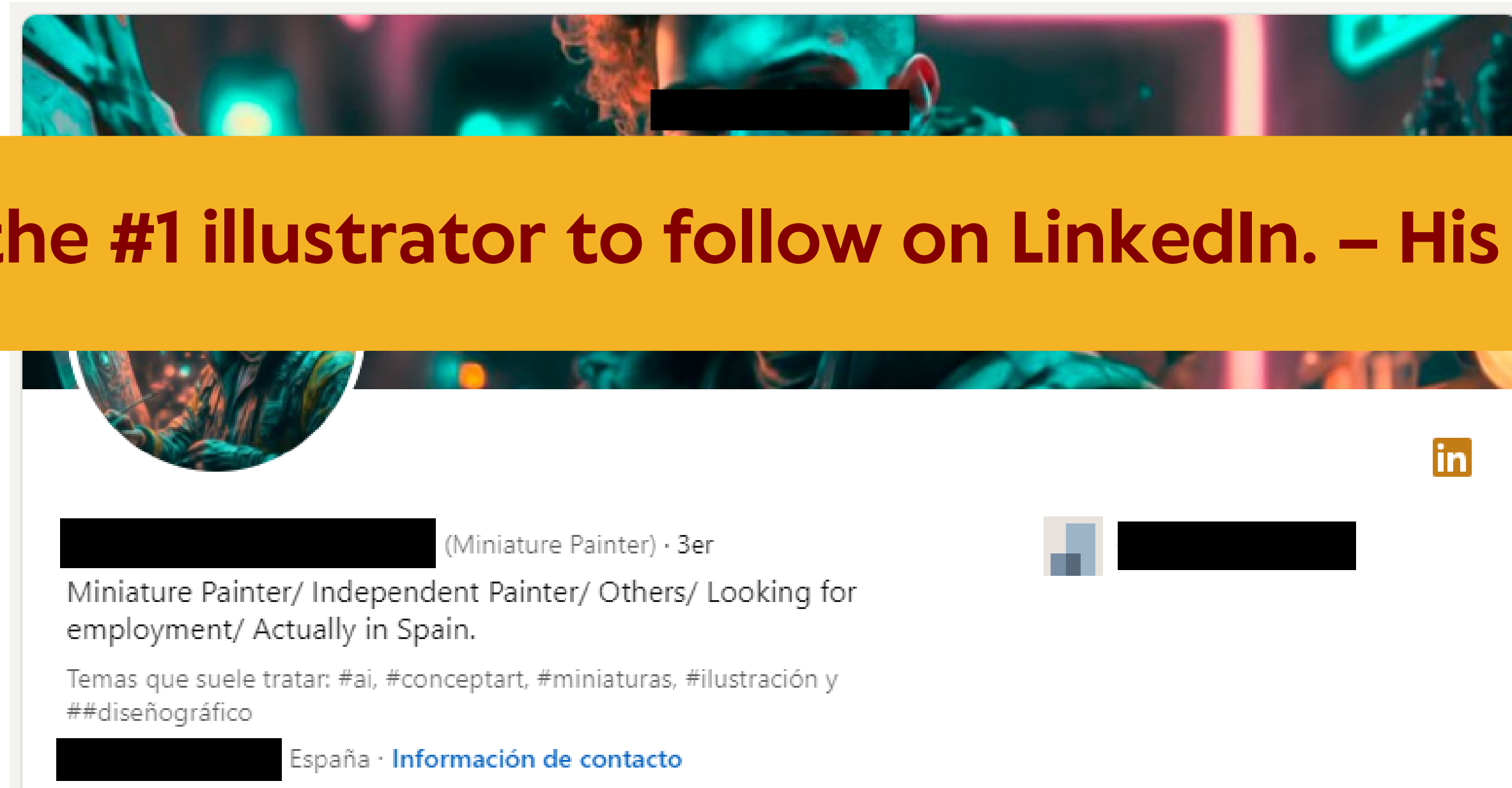


Co-funded by
the European Union

Example 3

Move
& Act

Tim is the #1 illustrator to follow on LinkedIn. – His Mom



The screenshot shows a LinkedIn profile for a Miniature Painter. The profile picture is a circular image of a miniature scene. The header includes the name [REDACTED] (Miniature Painter) · 3er, a location pin icon, and a [REDACTED] profile picture. The bio reads: "Miniature Painter/ Independent Painter/ Others/ Looking for employment/ Actually in Spain." The interests section lists: "Temas que suele tratar: #ai, #conceptart, #miniaturas, #ilustración y ##diseñográfico". The footer shows the location "España" and a link for "Información de contacto".

[REDACTED] (Miniature Painter) · 3er

Miniature Painter/ Independent Painter/ Others/ Looking for employment/ Actually in Spain.

Temas que suele tratar: #ai, #conceptart, #miniaturas, #ilustración y ##diseñográfico

[REDACTED] España · [Información de contacto](#)



Co-funded by
the European Union

**Move
& Act**

POST YOUR WORK!



Co-funded by
the European Union

Tip!

**Move
& Act**

Adapt your pitch for each social media platform. What works on LinkedIn may not work on Instagram. Adapt your content accordingly.



Co-funded by
the European Union

**Move
& Act**

Instagram



Co-funded by
the European Union

**Move
& Act**

Awards

Education

Experience

Volunteering

Portfolio

Show your personality

Links

Skills

Interests

Values



Co-funded by
the European Union



Tip!

**Move
& Act**

Unlike LinkedIn, people on Instagram are interested in knowing the "person" behind the "professional".



Co-funded by
the European Union

1. Create a compelling story:

Tell the **story behind your art. Explain your inspiration, the creative process and the emotions you want to convey. People connect with stories.**



2. Visual presentations:

**Use high-quality images or videos of your art.
Present your portfolio with clear, well-lit
photos or dynamic video clips.**



3. Behind-the-scenes content:

Give behind-the-scenes glimpses of your creative process. Show sketches, work in progress. Include video content, such as time-lapse videos of your art production. This gives viewers an insight into your artistic journey.



4. Post regularly:

Post regularly to keep your audience updated and informed about your **latest creations.**



Co-funded by
the European Union

5. Stay authentic:

Be authentic and stay true to your artistic vision. Authenticity is well received by the audience and helps build a loyal fan base.



**@melting
magnolia**



Co-funded by
the European Union



**Move
& Act**

THE PROCESS OF WRITING AN ELEVATOR PITCH



Co-funded by
the European Union

Step 1: Brainstorming

**Move
& Act**

Brainstorm a list of phrases that describe you and **cross out all clichés and catchy phrases. Keep only the most unique and honest statements.**

Always try to use short sentences. If you find that your sentences span more than two lines, they are probably too long.



Co-funded by
the European Union

Step 2: Formulate a description

**Move
& Act**

Create a description of **your qualifications that you can share in 60 seconds or less.**



Co-funded by
the European Union

Step 3: Make sure it's about them

**Move
& Act**

**When crafting your pitch for a potential job,
focus on the needs of your listener.**



Co-funded by
the European Union

Step 4: Describe your value

**Move
& Act**

Understand that people are looking for people who can solve their problems — be that person.



Co-funded by
the European Union

Step 5: Ask for something

**Move
& Act**

Ask for something – a business card, a phone call, or permission to send your CV.

The point of your pitch is to break the ice and generate interest, but you need to specify what you want to happen next.



Co-funded by
the European Union

Step 6: Practice

**Move
& Act**

Practise your pitch on friends and family. Ask them for feedback and adapt your pitch. If you **do it again and again, it will sound natural.**



Co-funded by
the European Union

HOW TO DELIVER AN ELEVATOR PITCH



Co-funded by
the European Union

Tip!

**Move
& Act**

Face to face: Write the pitch like you speak. This will make it easier to deliver and make it sound more authentic.



Co-funded by
the European Union

DOs



Make eye contact

Move
& Act

- **Making constant and natural eye contact with the person you're speaking to shows confidence and enthusiasm.**



Co-funded by
the European Union

Stand tall

**Move
& Act**

- **Good posture makes you look and feel more confident.**



Co-funded by
the European Union

Use hand gestures

**Move
& Act**

- **A few hand gestures can underline your statements and make you appear more expressive.**



Co-funded by
the European Union

Open Body Language

**Move
& Act**

- **Keep your body open, with arms relaxed at your side or a natural gesture.**



Co-funded by
the European Union

Respect personal space

- **Keep an appropriate physical distance; invading personal space can be uncomfortable.**



DON'Ts



Don't move your hands excessively

**Move
& Act**

- **Careful with hand gestures! Hand movements can be distracting and take attention away from what you are trying to say.**



Co-funded by
the European Union

Don't mumble!

**Move
& Act**

- **Enunciate! If you speak too quickly or mumble, it can be difficult for others to follow your pitch.**



Co-funded by
the European Union

Don't ignore non-verbal signals

- **Be attentive! Ignoring the non-verbal signals of your audience can hinder your pitch. Pay attention to their reactions and adapt accordingly.**



**Move
& Act**

QUESTIONS?



Co-funded by
the European Union





Move

& Act



Co-funded by
the European Union

