

## **Template for an elevator pitch**

An elevator pitch is a short (generally 30-60 second) summary of who you are and what you do. They are used to introduce yourself quickly in social settings, at conferences and can be used in job interviews.

### **What are you trying to accomplish?**

Identify your audience and what your goal is before making your pitch

Getting a job, sharing your research, setting up a collaboration, etc.

### **Who are you?**

Name, job (title or description), department and university if applicable

### **What do you research?**

Emphasize the relevance and think about it in terms of big picture for your field

Why is your research important? (the "So what?")

### **What skills do you have?**

Which strengths, that have helped you accomplish your goals, may be useful to others?

### **What do you plan to do next/what you are looking for?**

Where do you see your research going in the future?

What do you want out of this pitch (*e.g.*, collaboration, job interview, introduction to someone else)?

## Evaluation Rubric

Criterion	Questions to ask
Clarity	Is the message clear? Is the main message easily identifiable?
Structure	Does the speaker clearly identify who they are and what they do? Does the speaker convey why the audience should care?
Is there a clear next step?	Is it clear what the speaker wants from their pitch? Do they convey what they want the next step to be?
Speaking Style	Does the speaker enunciate clearly? Are there many vocalized pauses (er, um....)? Does the speaker make eye contact? Does the speaker convey enthusiasm? Are the speaker's gestures and facial expressions distracting?
Timing	Was pitch 30-60 seconds?