

## TRANSPORTATION ENGINEERING SEMINAR

## Elevator Pitch: The Art of Presenting Yourself

Friday, April 3, 2015

3:00pm to 4:30pm

Please join us at the Mad Hatter in Downtown Tempe 📍



An essential element in your professional life is communicating your work to other people. This skill extends to your future career whether you are in academia and need to explain your research to a potential funding agency or if you are in industry and need to explain the work you are currently doing to a business partner/client/colleague. Most often these discussions are short (2 minutes or less), which does not allow much time to explain many important details. The common name given to such talks is the “elevator pitch”, so named because it can be delivered in the time it takes for most elevator rides. The elevator pitch should be viewed as a short and most often pre-prepared persuasive monologue about what you and/or your organization does. Oftentimes professionals may have a few different pitches prepared for different scenarios, but in all cases the talk is short, to the point, and precise.

During the April 3<sup>rd</sup> Transportation Engineering Seminar participants will interact with other students and faculty to practice delivering their own pitch. The format for the seminar will be “speed dating” and participants will repeatedly deliver their pitch to people from different backgrounds. Truly exceptional elevator pitches are tailored to the audience and so you may deliver slightly different versions of the pitch depending on the person you are speaking with. Participants will come from diverse backgrounds, but generally within the area of transportation and/or sustainability. The maximum allotted time for each speech will be **2 minutes**.

 <http://goo.gl/A9e8aq> 