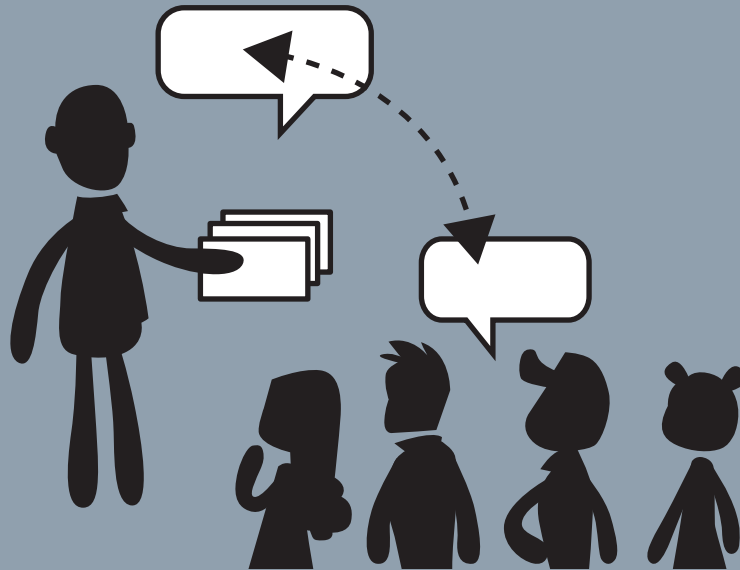


## PROCESS METHOD – *COMMUNICATION*: 17. PITCHING



### 17. PITCHING

*To pitch originally means to throw something, but it is often used in the meaning: a speech or an act that attempts to persuade someone to buy or do something. Pitching is a method of presenting your idea, project or research insights in a short, dynamic and interesting way.*

**Materials needed:** You need to know where you are pitching and for whom!

**Time required:** A half day to prepare and five minutes to present!

#### How?

**1)** Know who you are presenting for; discuss what you think they will be looking for or are interested in. Where are you going to present and how much time will you have to do it?

**2)** Discuss, brainstorm ideas for your presentation. What will make the main points clear and the form of the presentation interesting? Think of how you can engage the audience by using music, storytelling, enactment, props etc. that will make the presentation lively and interesting.

**3)** What communication techniques do you think will match the audience? Discuss and select.

**4)** Plan the pitch very carefully; think about any props you will need; what do you plan to do and say and what are the roles of the individual team members? Be visual and communicative in your design of the presentation.

**5)** Make a script of the pitch and rehearse it carefully several times ahead of time.