

# Summary Report of Guest Lecture

Date: 27 October 2016

Speaker: Nicola Osborne, EDINA,

Topic: Pitching, personality and (ethical) promotion.

The entire lecture is about how to promote oneself and one's ideas, the details and technologies that needs to be considered during pitching.

First part of the lecture gives an overview about things to consider while pitching, for example, how to grab the attention of the audience, and how to make them interested in our idea. The first step is to think about the audience of our idea, then it's about how to make our idea more interesting, engaging, and energizing for audience. The lecturer describe the process like tailoring a message. For example, if our audience already knows much about our area of research, then we should explain less to make our idea brief and clear, so they don't lose their interest listening. One of the techniques is to tell a coherent story the audience can relate to, like how we came up with our idea. And we need to think about possible response of our audience, since they could ask more questions when they are interested. It's important for us to be confident and ambitious, but lie and promise something we cannot deliver won't be good for both parties.

After the speech about pitching ideas, the lecturer told us to split into small groups to think about a short speech about an idea. The lecturer comments on the speeches of the students, which outlines the importance of uniqueness of the idea. Then, she tells us about the Kickstarter website, where we can learn from various idea pitching examples.

Then the lecturer tells about building profiles online using multiple social media. This gives me a new perspective on social media, about how contact routes influence one's profile, and it not only provides ways to advertise ideas, but also builds up an online presence. The lecturer suggests different types of social media tools to use, and reminds us to choose the most appropriate way for our pitching. For example, we could approach general audience using Facebook or Twitter, but might need to use GitHub for more professional audience. If we wants to expand current user group or raise fund, we are suggested to use a Campaign, this also gives user chance to comment on our idea, and helps us to learn from a different perspective. We are then warned about the legal and ethical aspect of our promotion, and given links of law documents and guidance on ethical use of data.

The lecture was informative about ways of pitching ideas, but it's not clear on the ethics topic. The lecture give us a clear view about how to promoting our ideas.