The Elevator Pitch

Scout Conference is the only _____ that _____ for _____ in _____ who _____ in an era of _____ .

Scout Conference is the only **student-led design event** that **shows the importance and fun of design** for **students** in **the Boston Area** who **express interest in design and ints multifaceted applications** in an era of **awareness social justice**.

Scout Conference is the only **student-led design conference** that **brings designers together** for **designers** in the **Greater Boston Area** who **want to learn more about design** in an era of **lack of community at NEU**.

Scout Conference is the only **design conference** that **offers opportunities** for **aspiring designers in and out of school** in the **Greater Boston Area** who **want to make design accessible** in an era of **exclusivity in design**.

Scout Conference is the only **design conference** that **appeals to both designers and non-designers** for **students and professionals** in **Boston** who **don't necessarily know why design matters** in an era of **rapid technological development**.

Scout Conference is the only **conference** that **brings designers together** for **NEU students and other professionals** in **Boston** who **want to learn more about design** in an era of **CAMD gaining more traction or combined majors**.

Scout Conference is the only **student-run design conference** that **discusses/explores how design can be used for good and why design is important/should be treaded with respect/value** for **designers and non-designers** in **Boston/NEU** who **want to learn about why design is important and how to utilize your talents/skillset** in an era of **aimlessness/consumerism**.

Scout Conference is the only **student design conference** that **teaches socially concious design** for **students** in **Boston** who **need a deeper season to design** in an era of **corporate globalization**.

Scout Conference is the only **design conference is accessible** that **designers and non-designers** for **to learn how design** in the **Boston Area** who **want to learn how design relates to their field** in an era of **high speed/super specification**

Personality Levers

Confident	Modest
Conversational	Authoritative
Emotional	Rational
Intellectual	**Friendly**
Eye-catching	Understated
Cool	Classic
Unconventional	Traditional
Masculine	**Feminine**
Inclusive	Conspiring
Straightforward	**Approachable**