



THE UNIVERSITY
of ADELAIDE

PITCH SLIDES AND REHEARSAL

adelaide.edu.au

seek LIGHT

”Pitch slides”

How to start ...

Start with :

- fact
- figure
- quote
- video



... Something to grab the attention!

CRAFT A COMPELLING MESSAGE

Tailor your message to your audience, according to their needs and to your goals.

QUANTITY



QUALITY

If you had a gun to your head and HAD to delete content, what would you remove?



Simple. Strip down your message to its core content. Build a compact phrase that would summarize it all.



Concrete. People don't remember vague stuff, be specific.

Short and to the point.

Use research, charts, expert quotes or testimonials to back up your argument.



Credible. Nobody cares about your opinion. Back up your message with evidence that'll make people believe you.



Beneficial. Communicate key features that can help people accomplishing something they want to.

What you will bring them that answers their needs?

Style

- Use active rather than passive voice in your slides.
- Try to avoid jargon - or at least define it clearly
- Avoid excessive text and deep details

Style

- Use diagrams or images to represent ideas
- Use images when they add to the presentation
- Use bullet point instead of paragraphs

Don't forget

- Have you said what, why and how your project is?
- Provide enough context to understand the problem and the solution
- Be realistic about your solution
- If your project can be extended mentioned it!
- **Don't exceed 10 minutes on your presentation**

”Rehearsal for a pitch”

Projection of fear

How to deal with the nervous of public speaking?

- Care about your posture
- Focus on your breathing
- Eliminate fear of rejection
- Give your speech to another person



Engage the audience

- Walking around of the room
- Make sure people's eyes
- **Avoid lousy stage presence**
- Ask questions to the audience
- Speak loud enough



Practice

- In front of the mirror
- Record yourself
- Present the pitch to a friend or peer



- Don't read your slides

Design an effective conclusion

- Recap the main points of your pitch
- Create closure, a sense of finality

