What do you notice about this video?

Video: How America's celebrity obsession weakens the fight against inequality | Amy Chua
Today we’re going to ...

Define and identify key elements of an elevator pitch and its benefits

Create a plan and write talking points for your own elevator pitch

Choose an appropriate framing option for your video

iMovie Demo

PowToon Challenge
The Elevator Pitch
1. What is an elevator pitch?
2. What are the benefits of creating one?
An elevator pitch is...

An opportunity to sell something (product, company, yourself) in less than a minute.
Preparing an elevator pitch is great!

- Ready to speak about yourself at any moment
- Distill info to the main points
- Shareable
- Builds your online brand
- Digital skills
Crafting the Pitch
Activity: Draft your pitch.

3 minutes
Activity:
Present to a friend.
What were the key elements of your pitch?
Key elements of a pitch

1. Introduce yourself
2. Identify a key strength and supporting example
3. Highlight your personality
4. Present your goal
5. Finish strong

Adapted from https://www.youtube.com/watch?v=Lb0Yz_5ZYzl
Think about the hook.
Tips for Talking Points

Be conversational.

Think about keywords rather than sentences.

If you use acronyms, make sure to establish the full name first.

Use short sentences.

Don’t use brackets - people can’t hear them!
Activity:
What works well?
What could be improved?

5 minutes
Filming + Camera Positioning

Video: How to Frame Your Shot: 5 Questions to Help You
Examples

Elevator Pitch Example: Jason Dodd, Science Learning Specialist
Examples

Elevator Pitch Example: Melanie Parlette-Stewart, Digital Media Librarian
Examples

Elevator Pitch Example: Juliene McLaughlin, User Experience Librarian
Discuss the examples
Take a moment to plan your shot
How to look natural in front of the camera

- Take a deep breath before you start
- Breathe naturally
- Pause between sentences
- Be excited and engaged with your topic
- Don’t go for perfect
- Going off script is ok
- Be aware of your own nervous tics (take a breath)
- Stay hydrated
- Try a few times, with different focal points, until you feel comfortable
Filming + Editing + Publishing
Step 1: Film your footage
Step 2: Edit your footage in iMovie
Step 3:
Export your footage as an mp4
(no more than 90 sec per clip/100MB)
Step 4: Upload your footage to PowToon
Step 5: Publish and share
PowToon Challenge

guides.lib.uoguelph.ca/UNIV1200Creativity
Reflection: 1 thing you’ll need support with
Summary

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PowToon Challenge
Get Assistance at the Library Media Studio

Monday - Thursday 10:00-4:00

**Editing Suite:**
- Book appointments for help editing/PowToon
- 1 hour, up to 3 per week

**Filming Studio**
- Access to camera, mics, tripods, green screen
- 75 minutes, 1 appointment per week