

CREATE YOUR ELEVATOR PITCH

You are at a careers event and the Chief Executive Officer (CEO) of an exciting technology company (which you would love to get an internship at) introduces themselves and asks who you are. What are you going to say? At moments like this it can be really useful to have prepared an elevator pitch, so that you are ready to make the most of any opportunity that comes your way.

WHAT IS AN ELEVATOR PITCH?

An elevator pitch is a short persuasive description of who you are, what you do and what your strengths are. It might include the kind of job role you are looking for or if you make or produce anything, it would describe that. A good elevator pitch should encourage the person you are speaking to to want to find out more about you. It's called an elevator pitch because it should enable you to sell yourself in the time it takes to travel a couple of floors in an elevator. It can take some time to craft an elevator pitch that you are happy with and that feels authentic. There are lots of examples of elevator pitches online you can research to help you prepare to construct your own.



HOW TO CONSTRUCT YOUR ELEVATOR PITCH

- Your elevator pitch should be around five sentences long
- Start with your name (though be prepared to drop it if you've already met the person)
- Identify one or two of your key strengths and experiment with different ways to describe them using high impact action verbs and at least one real example
- You could build your elevator pitch around a testimonial — something positive that someone has said about your skills
- Check your pitch tells your story; it shouldn't just be a list of facts and you can be both friendly and professional
- You might want to finish your elevator pitch with an open question to the person you are speaking to. For example, what sort of skills are you looking for in interns? You might need to think of a couple of different endings, depending on the context you are speaking in
- Make sure your pitch sounds like you — try it out with supportive family or friends and ask for feedback
- Finally, practice. Your elevator pitch should be ready to go at a moment's notice and sound authentic and enthusiastic

CREATE YOUR OWN ELEVATOR PITCH

Have a go at creating your own elevator pitch for an internship at The Old Vic. Focus your pitch on working in one of the following teams: finance, fundraising, events, marketing, creative, education or one of the front of house teams running the bars, café or venue. How are you going to suggest that you might be best for one of these teams?

When you have created your elevator pitch, record it, share it with someone and then take a moment to reflect



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