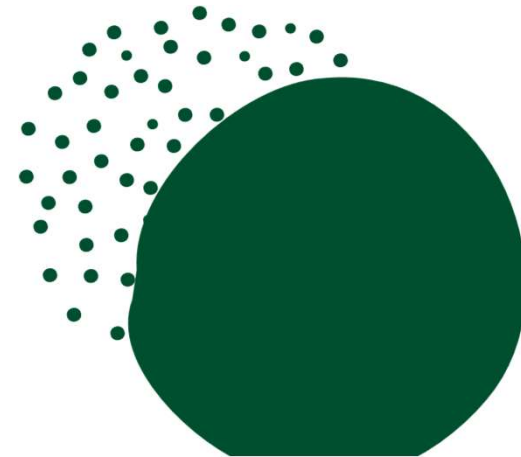


WRITING YOUR PRESENTATION (AKA ELEVATOR PITCH)

Refining Your Research Into Clear, Engaging, and
Memorable Messages



University
of Regina | GATE





ABOUT GATE

- Graduate Advanced Training and Entrepreneurship Centre
- Under the Faculty of Graduate Studies and Research
- A hub for graduate students that provides practical experiences to develop skills in preparation to get job or build a business
- Free practical events that are fun and open to all

...

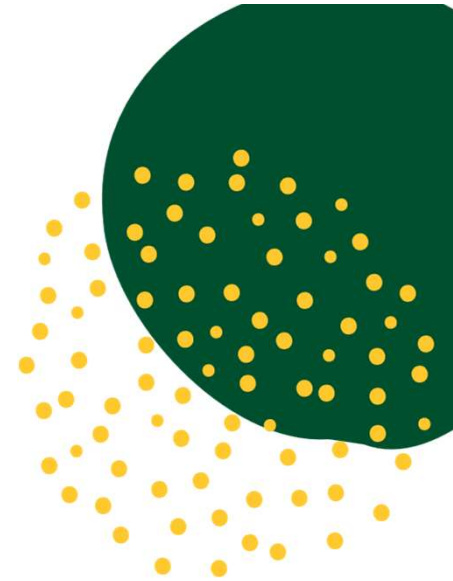
GATE OFFERINGS:

- Career readiness and professional development
- Introduction and exploratory understanding of entrepreneurship
- Networking opportunities with industry, non-profit, and community organizations
- Collaboration across all faculties and programs



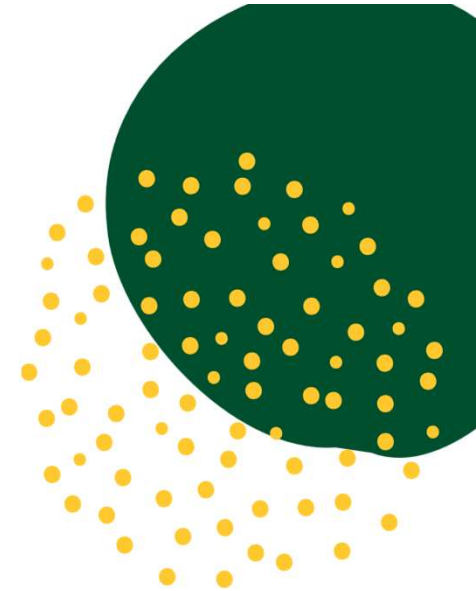
Today at a Glance

- Turn research into a clear, engaging message
- Learn how to properly execute an elevator pitch
- Communicate complex ideas in simple language
- Build confidence for 3MT, networking, and beyond



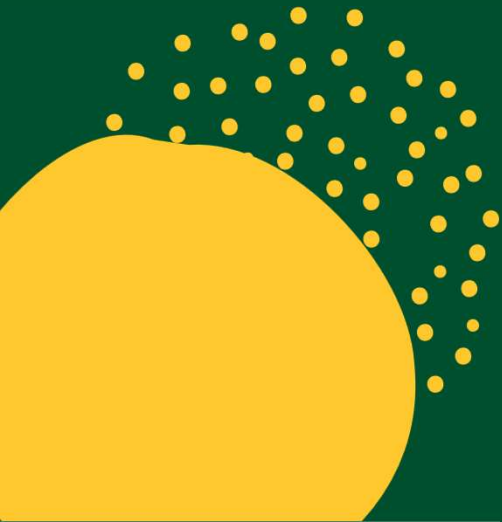
Why Elevator Pitches Matter?

- Great research can be overlooked if it's unclear
- Most opportunities start with a short conversation
- People remember stories, not details
- If they don't "get it," they can't support it
- Helpful for networking, funding, and awareness



What is an Elevator Pitch?

- A short (30–60 second) explanation of your research or work
- Clearly states:
 - Who you are
 - What you do (clearly)
 - Why it matters, and
 - Who it's for
- Designed to spark interest, not explain every detail



Networking

Understanding:

- What is it?
- Why is it important?
- How does in person networking differ from online networking?

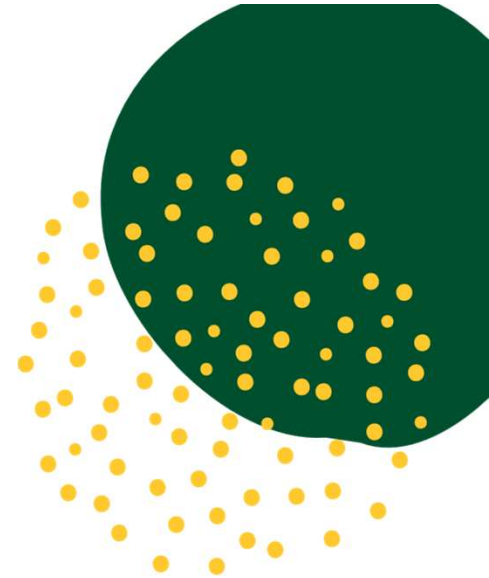
Networking

Review:

- Think of the last person you “connected” with at an event (someone you feel got to know you a little bit). Who was that and where? Did you follow up with the person after the event?
- Have you built a relationship with them and engaged with their posts online?

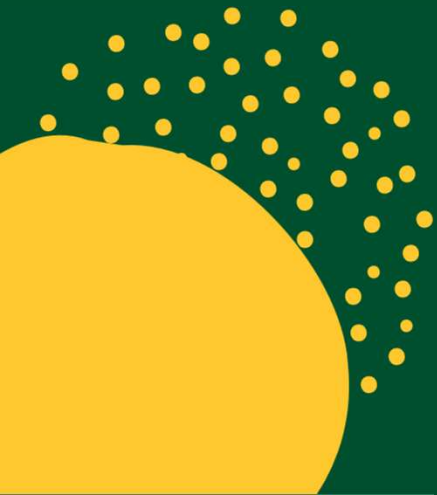
Before You Write: Reflect

- What makes your research unique?
- What are you hoping to do next?
- What value does your work offer?
- What do you want a person to remember about you?



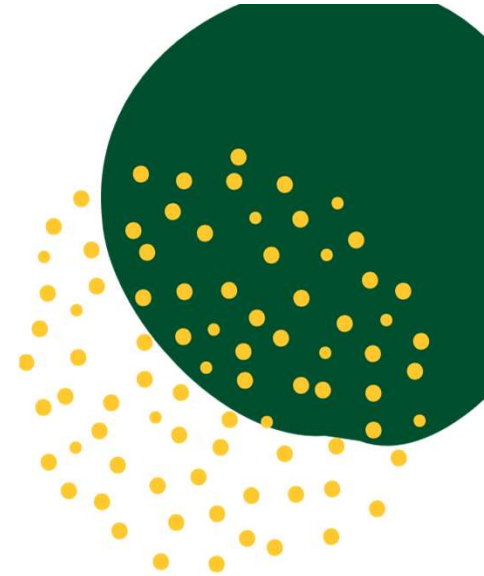
Lead With Value

- Your elevator pitch is not a resume or CV or portfolio
- Lead with impact, relevance, and outcomes
- Focus on what your work enables, not just what it studies
- Focus on what value you're bringing to the other person.
Always answer: "Why should this matter to them?"



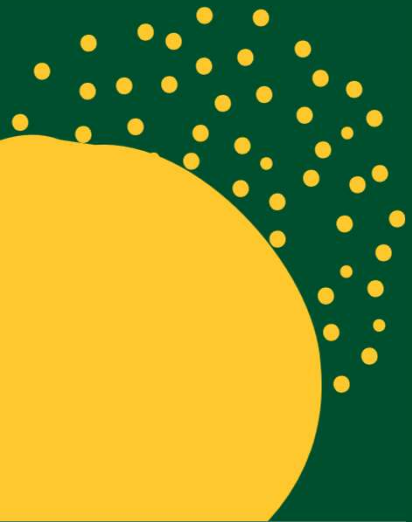
Preparing Your Story: Research

- Identify 5 key experiences
- Situation | Task | Action | Result (STAR)
- Highlight your role and outcomes
- Tailor for your audience
- Put it together and make it conversational



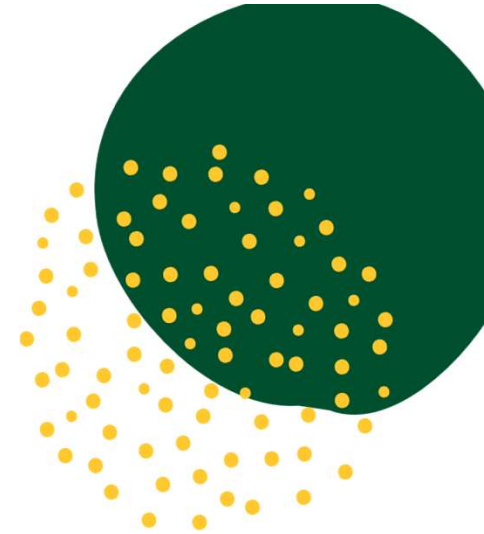
Build Your Research Story

- Education & inspiration
- Strengths & skills
- Achievements and successes
- Projects
- Industry knowledge
- Target organizations
- Who and what inspires you
- Where do you want to be 2-3 years?
- Interesting facts
- Goals



Tailor Your Message

- Networking: clear identity, shared interests, and conversation starters
- Industry partners listen for: practical application, relevance, and problem-solving ability... impact!
- Community partners listen for: impact, accessibility, and benefit to people or place
- Entrepreneurs listen for: problems and solutions
- All audiences: clarity, authenticity, respect for their time and the ability to connect the dots



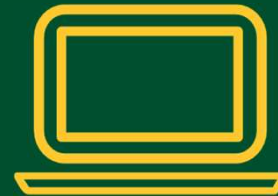
Factors for Success



Conversational

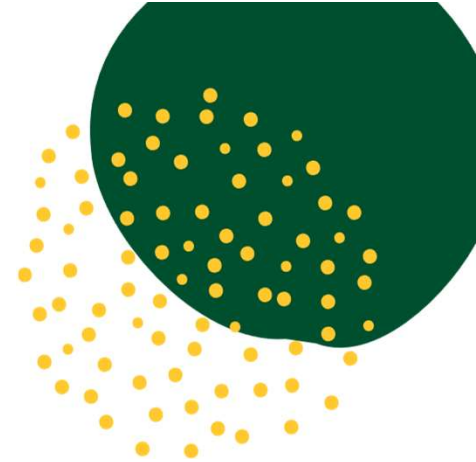


Stay Curious



Listen as much
as you speak

Creating the Pitch



- Who you are
- What you work on
- Why it interests you/ why it matters
- What you're seeking next/ what is your ask
- End with a question or invitation

Asking Strong Questions

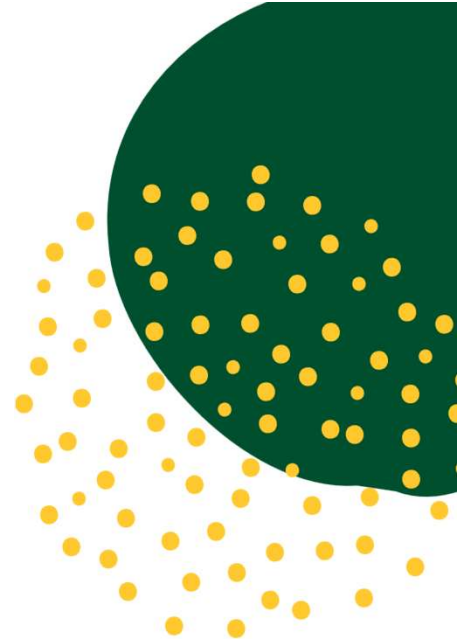
Do:

- Professional achievements
- Role and experiences
- Culture
- Trends and challenges
- Follow Up

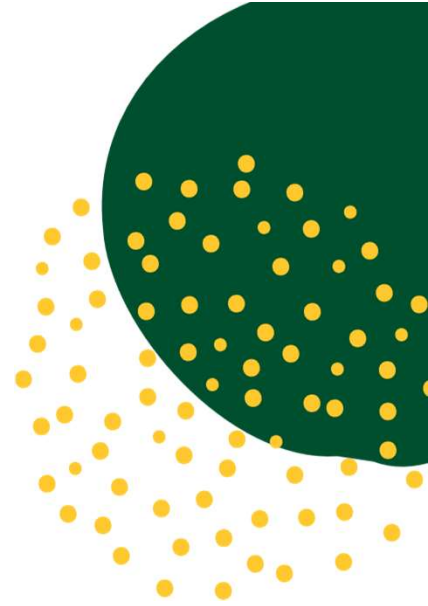
Don't:

- Personal contact information
- Unprofessional or negative content
- Controversial topics
- If they're hiring
- Wage, benefits, salary

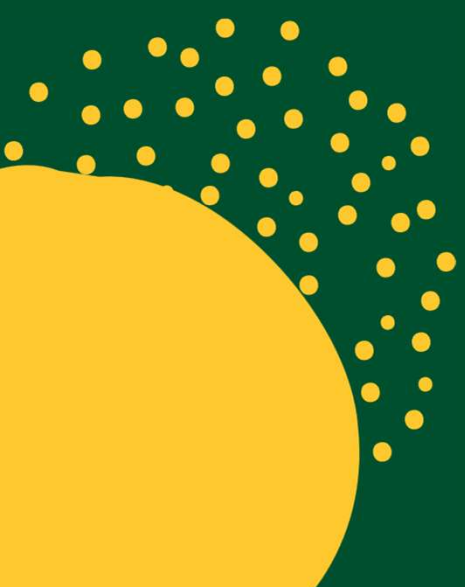
Good vs. Bad



Step by Step



Practice Makes Perfect

- 
- Pair Up
 - Practice your 30-45-60 second elevator pitch
 - Provide 1-3 pieces of constructive feedback to each other
 - Be kind!
 - Move on and practice with 3 people!

Don't Make ChatGPT Your Personality

Example:

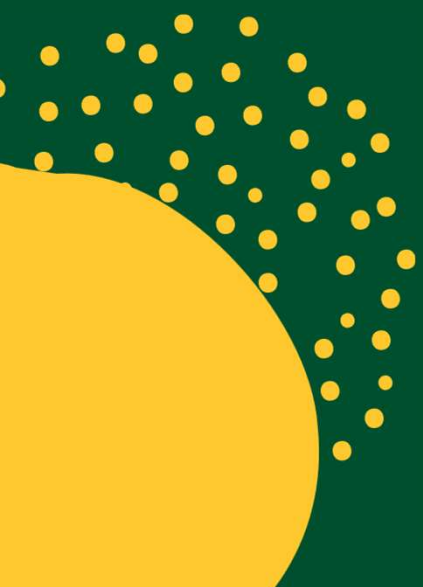
- Hi there, my name is Ashley and I'm a Master's student in Environmental Biology researching how prairie ecosystems respond to climate change. I was at x conference and I really enjoyed your work and how your data told a real story about the hot summer climate. I'm excited to connect with you to discuss sustainability.

Don't:

- I am a highly motivated graduate student with strong communication, teamwork, and leadership skills. I am looking for a job, do you have anything that would suit my skills?

Key Takeaways

- Your research has value
- Writing creates clarity
- Practice builds confidence
- Remember to stay curious and listen



CAREER & PROFESSIONAL DEVELOPMENT

Upcoming Events:

- **Careers Week**
 - January 26-29
- **Reverse Career Workshops**
 - February 25, 26 and March 4, 5, 6
 - April 1
- **GATE x President Keshen's Regina Chamber of Commerce Executive Event**
 - April 7



Innovation and entrepreneurship

Upcoming Events:

- **Startup 101 Bootcamp**
 - January 24, February 28, and March 24 (TBD)
- **Innovation Challenge**
 - February 6 and 7

NAVIGATE



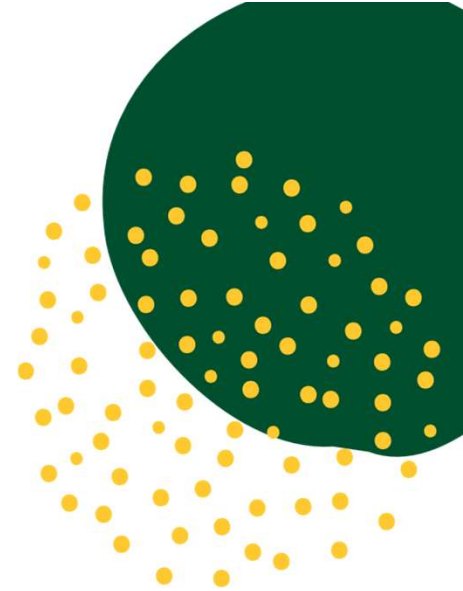
REAL TALK WITH GATE



GATE GOES TO...



Questions?



University
of Regina | GATE