

HOW TO PROMOTE AND SUSTAIN YOUR RESEARCH USING THE ELEVATOR SPEECH

Like it or not, even the most dedicated principal investigators struggle to communicate the essence of their work to general audiences. Those facing this challenge need to create their "elevator speech," which is a very short description intended to inform and motivate audiences, as well as help gain proper support to sustain their work.

You have only one chance to make the best first impression. With the bombardment of our media and information overload, it is now more important than ever to create a compelling message that is easily remembered and repeated.

During this insightful webinar, participants will learn how to create effective elevator speeches that can be used with both internal and external audiences. Additionally, must-have strategies for successful and succinct communications —whether at the local Rotary, at a cocktail party or in an actual elevator — will be highlighted.

5 Key Take-Aways:

- ✓ Proven methods for developing the elevator speech
- ✓ How to activate the "passion" behind your research that will motivate audiences
- ✓ Creating relevant anecdotes for the elevator speech
- ✓ Developing "bullets" that are easily remembered
- ✓ Crafting your elevator speech for different audiences

Presented by:

John Greenhoe, CFRE, is a noted international speaker who frequently leads discussions on a variety of philanthropic and communications topics. He has more than 10 years experience crafting compelling fundraising case statements for support. His speaking credits include the Association of Fundraising Professionals (AFP), Forum for Fundraising, Development Dialogues, Council for Advancement and Support of Education, Charity Channel and Petrus Development. Greenhoe has more than 20 years of experience in non-profit leadership roles and currently serves as Director of Foundation Relations at Western Michigan University. In his role, Greenhoe has developed a proven track record of success in attracting grants from foundations with little to no previous connection to the university. Greenhoe is classified as an AFP "Master Teacher" and has a master's degree in philanthropy and development from Saint Mary's (Minn.) University.