



# MAKE A SUCCESSFUL PITCH

## A training course on public speaking

You have less than 3 minutes to present your activities, an innovation or technical installations... This is an opportunity to seize the attention of your audience. As the popular saying goes, « less is more ».

To concentrate your pitch, you must learn how to make an informed choice about the mass of information at your disposal, structure your pitch and leave room to your imagination.

This training course will enable you to, in 2 days, acquire the tools to do so and use them for your pitch.



## Objectives

Build a clear pitch  
Capture your audience  
Create a connection  
Prepare your pitch

## Training duration

2 days

## Number of participants

Up to 6

## Audience

Speakers who may have to make presentations in less than 3 minutes

## Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

## Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

## Prerequisites

None



## Program

### Build a clear pitch

Build an impactful message  
Select the important information  
Develop an effective plan

### Capture your audience

Find the right level of popularization  
Learn the tools that make a lasting impression  
Refine your introduction and your conclusion

### Create a connection

Address your audience directly  
Talk to them about what interest them  
Use your gaze and silence

### Prepare your pitch

Rehearse your presentation integrally  
Identify your strong points and your axes for improvement  
Increase your comfort level