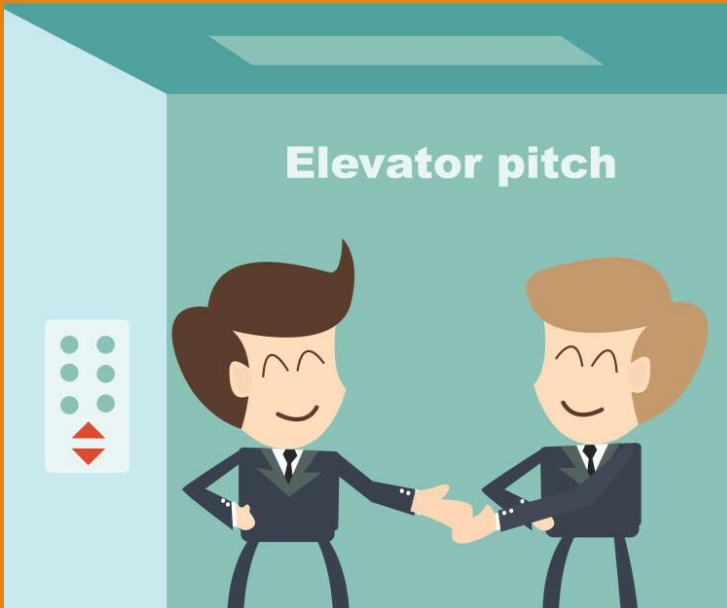


Communicating efficiently Video & Pitch



Only a few minutes to convince
not only in an elevator...



Communication should be centred on 1 key message

It aims to encourage the **public** (e.g., the jury) to

- pay **attention** to
- assimilate and understand
- **act** according to

given **constraints**

one well-chosen key message
~~a maximum of messages~~



Prepare the key message :

“we have a sustainable value proposition for the territory”

Our [name of the proposal] is a [product, service, concept, event...]
that helps [main stakeholders] wishing to [solve problem or need X],
so that [such desired future happens for them].

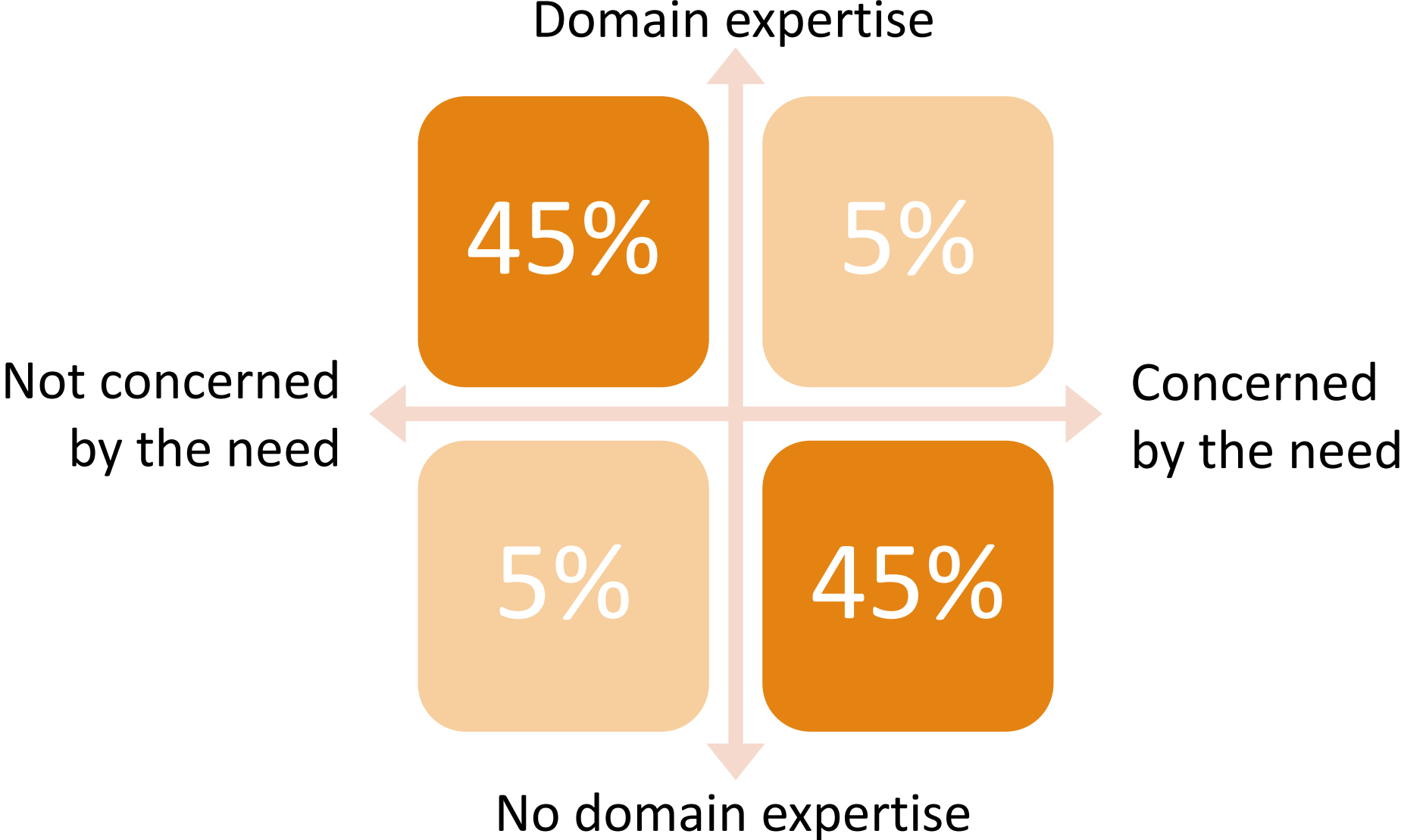
It [reduces, removes, avoids,...] [pains wrt sustainable value]
[increases, improves, enables,...] [gains wrt sustainable value]
...

[specifically for the territory of Châlons-en-Champagne]

It is based on a low-tech approach and focuses on
[usefulness, accessibility, sustainability, territory...]



Identify our audience: we wish to take care of everyone



Two very different communication channels

3-minute video followed by 3-minute pitch

A 3-minute video to present the innovation

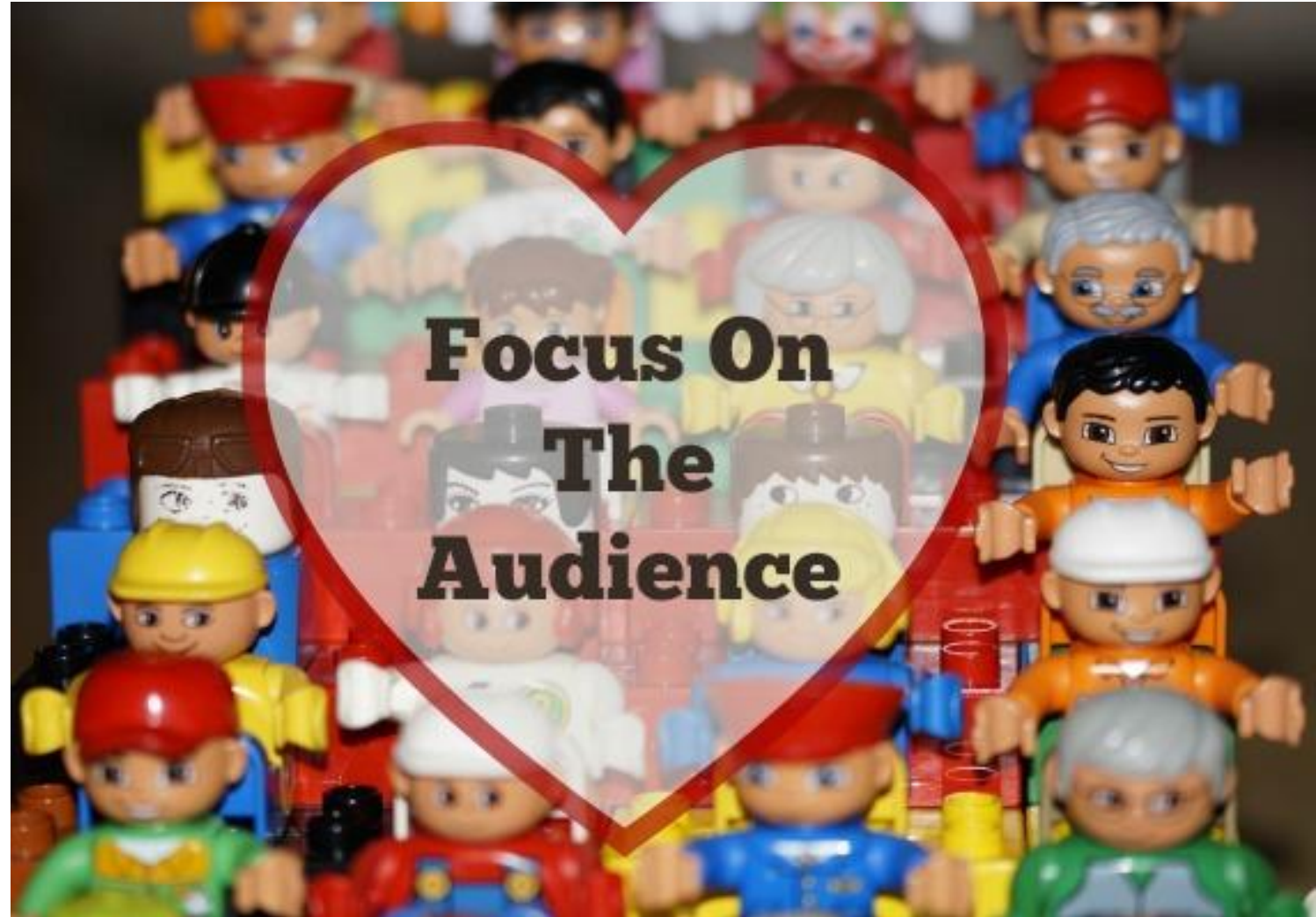
- Most appropriate topics
 - The **need** of the main **stakeholder**
 - The idea/**concept**/product...
(in a real-life context)
 - The future world
(**transforming** capacity)
- How
 - Use storyboard and characters
 - Can be original and funny

A 3-minute pitch to motivate its implementation

- Most appropriate topics
 - Sustainable **values** & capitals
(reduced pains, improved gains)
 - **Lowtech** approach
 - **Territory**-related specificity
 - Team's **enthusiasm**
- Must include
 - A call to action (at the end)

3 last advices for the pitch

- **Keep focused on the audience**
(only its comfort matters)
- **Maintain eye contact**
with the audience
(with all the members)
- **Be confident in yourself**
to inspire confidence
(avoiding over-confidence)



Now, it's all yours!



Communicating efficiently Video & Pitch

You'll manage to convince
in each situation...

