



The OCSC “First Impression” Elevator Pitch Challenge

In this competition you are asked to present an elevator pitch to a prospective employer. The opportunity is to interview for a advertising sales job at a local E.W. Scripps TV station.

Your elevator pitch should be a short (up to 60 second) personal statement that summarizes who you are, what you know and what you want to do. The ideal elevator pitch will create a favorable impression on the person you are speaking to so they will want to learn more about you as a prospective employee.

Your pitch will be evaluated on:

Delivery: Appropriate attention to tone, volume, pronunciation and pace

Non-Verbal Communication: effective use of attire, gestures, facial expressions, etc.

Timing: pitches should be clearly and comfortably completed in 60 seconds

Impression: Created positive connection, made a positive impression: pitch provided impact, likeability, and uniqueness

Action: Communicated a sense of urgency and purpose to get together, created a specific next step

- All student competitors are eligible to compete in this challenge.
- All Competitors must complete their elevator pitch before the lunch break.
- The elevator pitch room will be indicated with signage.

Directions:

1. You will receive an elevator pitch scoring sheet when you register. Make sure you write your name on your sheet .
2. You will be instructed to enter the room if no other student is presenting their pitch.
3. Hand your Elevator Pitch scoring sheet to the judge.
4. Begin your elevator pitch when instructed to do so by the Judge.
5. You will have up to 60 seconds to complete your elevator pitch.
6. Exit the room when finished.