Pop Up Class – Effective Elevator Pitch

1. Class Overview
   o Description
     This class will review the purpose in developing an effective elevator pitch to describe their project.
   o Prerequisites
     None
   o Anticipated Class Size – 20 max
   o Class Duration – 1 hour
   o Material Needed
     ▪ 2 Video Screens
     ▪ Connection to Internet

2. Safety
   o Observe all safety procedures when entering the EIC

3. Educational Objectives
   o Students will be able to:
     ▪ Identify the characteristics in an effective elevator pitch.
     ▪ Develop an effective elevator pitch on a topic of their choosing.

4. Class Format
   o Pre-Class activity
     i. Watch example elevator pitch videos posted on eCampus
   o In-Class activity
     i. What is an Elevator Pitch and why would it be useful
     ii. Present examples of good and bad elevator pitches
     iii. Class discussion of good and bad characteristics of videos presented
     iv. Break into pairs to develop an effective elevator pitch
     v. Assessment
        1. Present the pitches to the class

5. Evaluation
   o Students fill out an evaluation on the content, learning objectives, and instructor.