

15 second elevator pitch

We need clear, factual science communication to help ensure people are informed to make good decisions for themselves and their loved ones.

Information platforms are overflowing with content – factual and sensationalist – getting people’s attention and keeping it is getting increasingly difficult.

As a researcher, you are the expert on your field of study, however you are competing with misinformation, click bait and cute cat videos for screen and brain space.

You can improve your chances of grabbing the overstimulated attention of your audience by understanding your audience, tailoring your key messages and using different content formats – as well as grabbing attention with your **15 second elevator pitch**.

A **15 second elevator pitch** is like a movie trailer for your research. It is short, sharp and hooks your audience in so that they want more information.

The aim is to provide enough information so that your audience wants to find out more, without providing too much so that they feel they know everything.

A **15 second elevator pitch** can be a video or written – you can use it in many ways to break the ice, in place of a traditional biography, and a way of introducing yourself and your field of expertise.

Format

- Your name
- Your position and who you represent
- What problem are you trying to solve – and how will it make a difference to everyday Australians? *Explain as if you’re speaking with an 11-year-old and don’t use [jargon](#).*

Jo’s 15 second elevator pitch

- I’m Joanna Wood
- and I’m a Senior Communications Officer with Natural Hazard Research Australia.
- I work with researchers and emergency response agencies to help everyday Australians understand research about natural hazards so that they are empowered to make informed decisions for themselves and their loved ones.

For more information or advice, visit www.naturalhazards.com.au or contact Natural Hazards Research Australia’s communications team:

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