

06/05/18



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Elevator Speech?**

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An **Elevator Speech** is a brief talk you can use to introduce yourself to a potential colleague or important person in your field. If you ran into someone you wanted to meet at a conference, seminar, or other event, what you would say to take full advantage of that opportunity?

**Include:**

- Who are you?
- What do you do?
- What's your interest or specialty?
- How do you add value to the context?

**Remember:** Use a firm handshake and good eye contact. Exchange business cards and follow-up.

- Cut the fluff... Your speech needs to be clear and concise.
- Keep it interesting... Highlight ways you are unique or innovative.
- Be yourself... You don't want to sound over-rehearsed, robotic, or inauthentic.



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