What is an Elevator Speech?

Want to learn more?
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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 would you 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.