

Elevator Talk: Elevator Pitch



What is It?

START of a professional conversation



Comprised of 3 parts:

Who you are?

What is your research on?

Why should anyone care

Scientific Objective

Communicate

Effectively communicate your science



Demonstrate

Demonstrate your expertise



Generate

Generate Interest



Encourage

Encourage collaborations

Professional Objectives



Demonstrate ability to communicate complex science to different types of audiences



Establish your reputation as someone who understands the Big Picture, as well as the details



Promote career building and networking, including finding new mentors



Encourage future conversations

Factors in Creating an Effective Pitch



KNOWING YOUR
AUDIENCE



TELLING AN
INTERESTING STORY

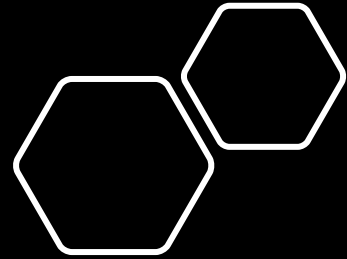
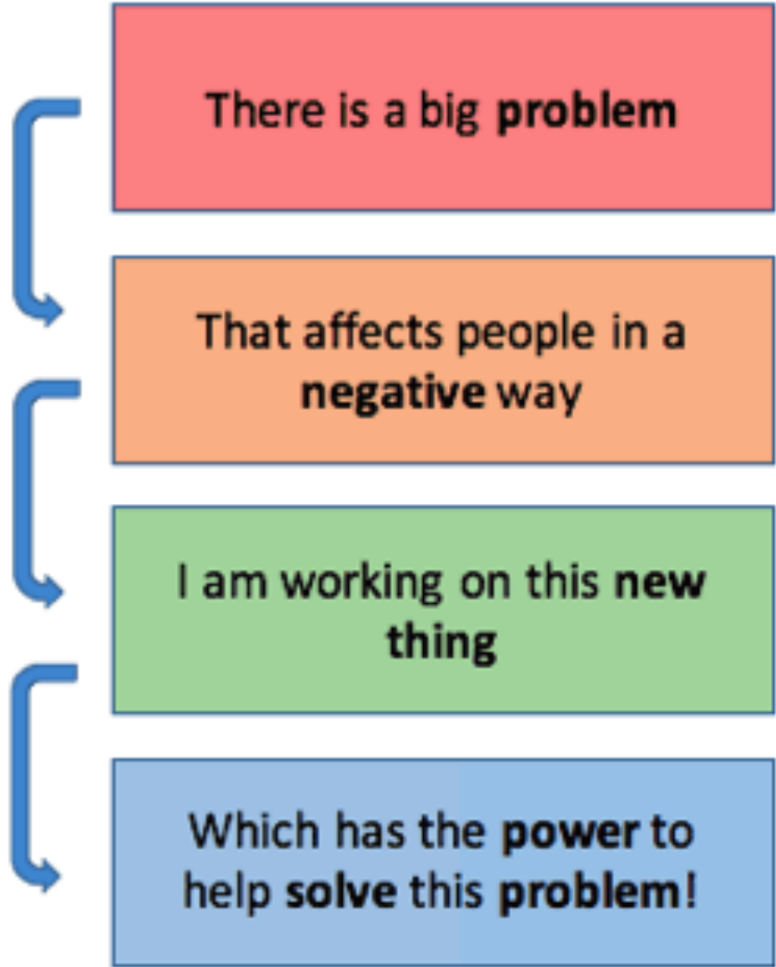


DEFINING THE TAKE
HOME MESSAGE

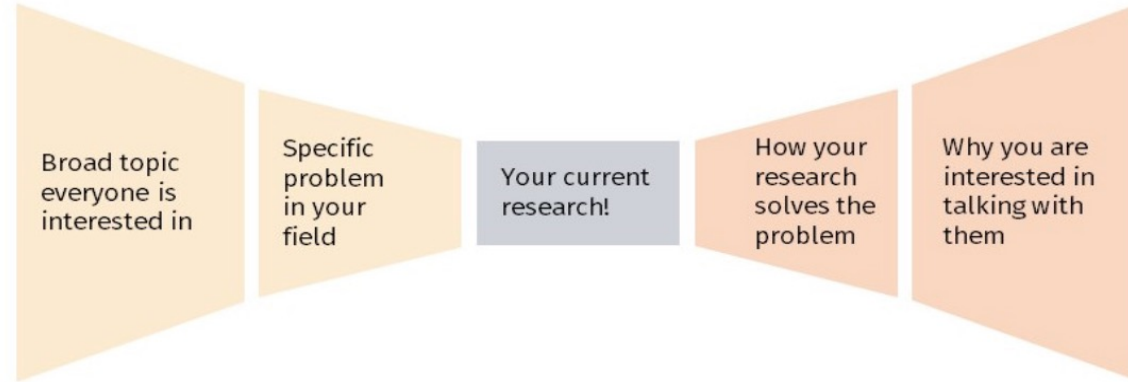


STAYING WITHIN A
REASONABLE TIME

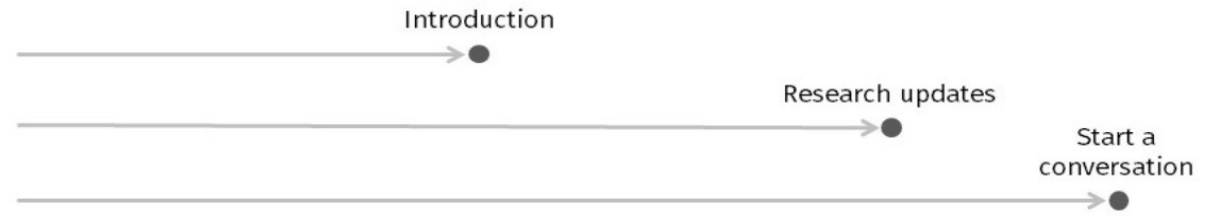
Logical Progression



Where to start based on your **AUDIENCE**



Where to end based on your **PURPOSE**



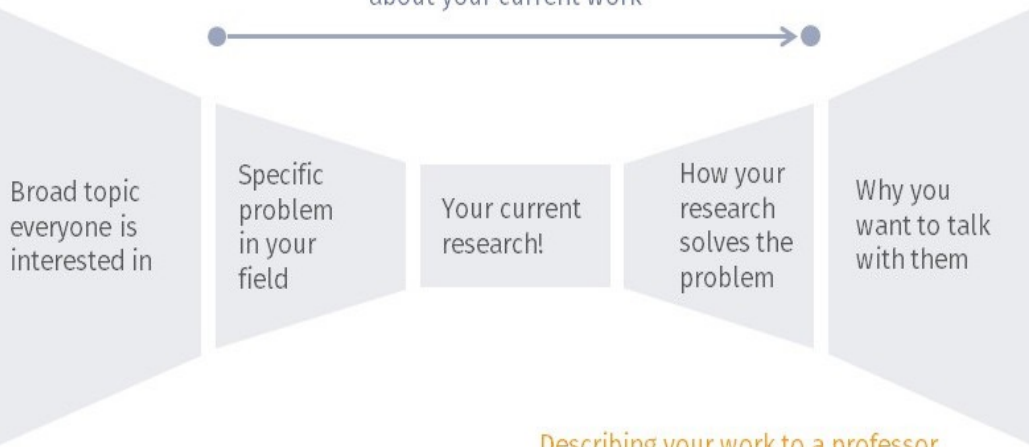
Example 1

Introducing your research
to a general audience



Example 2

Updating someone in the department
(but not your research group)
about your current work



Example 3

Describing your work to a professor
before starting a conversation about
job openings in their research group



"My name is Patrick White and I'm a PhD student in Nuclear Science and Engineering at MIT. Researchers at MIT are currently working to design new fusion systems that they think will produce net energy for the first time ever. My current research is on how we could license and regulate the first generation of these commercial fusion power plants so that they are both safe and commercially viable."

"My PhD research is on licensing methods and regulatory frameworks for commercial fusion reactors. I'm currently developing new methods that maximize licensability and safety, but minimize prescriptive design requirements. The goal is to design regulations that could not only license the first reactors but also allow for the development of future fusion technologies."

"My name is Patrick White and I'm a PhD student at MIT working on fusion reactor licensing with Professor Hartwig and Professor Whyte. I'm currently working on potential regulatory issues related to routine tritium releases from proposed fusion facilities, and I was hoping to talk with you about your work on tritium processing system design."