

**PRESENTING YOUR BUSINESS TO INVESTORS - THE ELEVATOR PITCH**

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| **Duration**  | **Half day**  |
| **Date(s)**  | **21ST November 2018 (Wednesday)** |
| **Time** | **9.30am – 1.00pm**  |
| **Location**  | **Enterprise House, O’Brien Road, Carlow**  |
| **Fee**  | **Free of Charge** |
| **Trainer**  | **Optimum Limited** |

**Course Overview:**

The purpose of the Presenting Your Business to Investors - The Elevator Pitch workshop is to give constructive feedback on presentation style and impact. Each participant will be given the opportunity to prepare and practice their skills on delivering a pitch with intensity.

**Course Objective:**

The objective of the workshop focuses on providing participants with the skills, tools, techniques and confidence on how to convey a value orientated, compelling and memorable message that encourages the investor to take action. Learn how to develop a well-crafted Pitch and to communicate with clarity, brevity, impact and individuality.

**Course Content:**

The following content will be covered:

* Professional presentation skills – controlling your nerves, making personal impact and creating rapport
* Presentation styles and how to perfect your own
* How to develop a Personal Brand Statement – punchy and memorable in 150-225 words
* How to create it, rehearse it and tailor it to a specific audience
* Developing the Pitch step by step

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