



Personal Brand

Elevator Pitch

What Goes in Your Pitch

- **Who are you?**
- **Background (as appropriate)**
- **Something you have done that you are proud of (optional)**
- **What you bring to the table (your value proposition)**
- **Ask a question (if time permits)**

Speed Networking

- **Groups**
- **90 seconds to make your pitch (then switch)**
- **When time is called, rotate to the next person**

Note: this is a networking opportunity as well.

Wrap Up

- **Practice makes perfect**
- **Adjust your pitch**
- **Look for networking opportunities**
- **Consider yourself a brand**