

Marketing Day

INDUSTRY FOCUS AREA:	All
VICTORIAN CURRICULUM LINKS:	English
TECHNOLOGY USED:	iPads
YEAR LEVEL:	Year 9
DURATION:	½ Day
LEVEL:	Beginner
MAX STUDENTS:	30

Introduction

This is the second day in the series to support the Foundation for Young Australians \$20 Boss Program. The ability to generate new ideas is an important and in demand skill. However, the ideas remain just that without the ability to share them with others and convince them of their utility. For ideas to turn into a product or service, we need to convince others to invest in them. The ability to effectively pitch an idea for investment is another important skill for young people to add to their toolbox as they move into the world of work.

Program Summary

This half day program focuses on teaching students how to plan, create, and produce an elevator pitch for investment. Students will learn the structure and technique of delivering an elevator pitch with the aim of gaining investment in their idea. They will also learn about other important aspects of presentations including tips and tricks to become presenting pros and to overcome the fear that many people experience when presenting.

Taking part in this program, students will collaboratively:

- Develop their ability to present information
- Create and present an elevator pitch

Career Links:

The ability to present information is important across all industry areas. Developing this skill can help students in any future career they choose to pursue.

