

# Memorandum

TO: All Associates in 300 Technical Writers  
FROM: Hayley Blackburn, Branch Supervisor  
DATE: Due on August 3 by 1 p.m.  
SUBJECT: Multimedia Pitch of Final Report

You will record a presentation of your final project as if you were pitching the proposal to the stakeholder. You have 3 minutes and 20 seconds to convey the topic, the relevant background, your research design, and the benefits of the project. Imagine you are in a “Pitch Challenge” for the funding from your stakeholder. Pitch challenges typically ask participants to submit 45-120 second-long videos or presentations during the event.

The pitch must reflect the standards of professional communication: both verbally and visually. You may only have ten slides in your deck that will advance after 20-seconds. The automatic slide transition reflects the Pecha Kucha style that forces presenters to be concise, highly-visual, and dynamic during the pitch.

## Tasks

First, design the PowerPoint presentation using the outline you created (as the Activity). The pitch is limited to 10 slides in the deck. You must set the timing of your slides to 20 seconds a piece. You can view a tutorial on Canvas for setting the slide timing.

Second, record your pitch. You need to appear within the video. You can have someone videotape you or use a webcam. You may use whatever equipment you find most valuable and accessible (for those of you going into digital media careers, consider practicing with more advanced/technical tools).

- Screencast-O-Matic offers free software to capture your screen and your webcam (Linked on Canvas)

Lastly, edit your pitch as you see appropriate to persuade the stakeholder to fund your project. Upload your video to Canvas.

## Expectations

You are expected to incorporate concepts from the course within your slide design and presentation organization. You must incorporate the following minimum elements within the tasks outlined above:

- Wear appropriate attire for a pitch to wealthy stakeholders (no hats, t-shirts, sweatshirts, etc.)
- Adhere to the time requirement: 200 seconds (10 slides at 20-seconds each)

To receive an “A”, you must creatively display the information on your slides while following the best practices for design we reviewed in class. Critically consider how the colors, fonts, and composition convey information to the audience. Slides with less text and more visuals will enhance the pitch more than cluttered bullet points. Limit your text to 5-9 key words only.

**Skills to Practice**

- Organizing a cohesive presentation
- Designing visual aids to complement your verbal presentation
- Determining the most relevant and necessary information for a pitch

**Objective:**

*To reduce a lengthy technical document into a concise and informative presentation; to convey written information verbally as part of public speaking; to experience the rapid, pitch process common in business funding*

If you have any concerns, questions, or another commentary, please do not hesitate to contact your JTC 300 branch supervisor (recitation instructor).