



## Zurich-Basel Plant Science Center

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### Innovation seminar: How can I present successfully?

**Lecturer:** Michael Kropac, seecon

**Date:** November 3, 2021

**Time:** 16:00 – 20:00

**Location:** ETH Zürich, LFW B 2 – Seminarraum (<https://cutt.ly/JRchhWk>)

### Course Description/Programme: How can I present successfully?

#### Input:

- What is a pitch?
- Business pitch structure
- Tips & tricks for pitching
- Why storytelling?
- Key elements of storytelling

#### Individual work:

- Develop your storyboard

#### Roleplay:

- Pitch training in small groups incl. feedback

#### Final Pitches:

- 2-3 examples from the crowd

#### Learning Objectives:

You will learn how to present a message in such a way that the core idea is understood and arouses the listener's interest. You will have the opportunity to practice short presentations and improve your appearance.