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**IFLA INTERNATIONAL ADVOCACY PROGRAMME**

**LIBRARIES, DEVELOPMENT, AND THE UN 2030 AGENDA**

**TOPIC 4: DEVELOPING AN ADVOCACY PLAN TO SUPPORT THE UN 2030 AGENDA**

**ACTIVITY 4.3: MAKING AN ELEVATOR PITCH**

**INSTRUCTIONS**

In some communities, you might also have the opportunity to meet policymakers at events, functions or other occasions. These can be important opportunities to share your message.

**Elevator pitch**

In this activity, you will develop a **one-minute elevator pitch**. The topic will be the contribution of libraries to development in your country. You will have the opportunity to develop your pitch, and practice it with colleagues.

**What is an elevator pitch?**

The idea is that you need to be able to say something about yourself in the time it takes to ride an elevator from the bottom of a building to a top, whenever you get the chance to bump into an influential colleague or partner. But it can also mean taking advantage of opportunities when you meet people socially, or at conferences.

For the purpose of this exercise, think about your own experience in the library sector, and the contribution libraries make. What do you want to communicate to other people about your passion for people, libraries, and information? What do your policymakers value about libraries in your country, and what do they know? What are their own priorities, and how can libraries help achieve their priorities?

An elevator pitch doesn’t need to be memorised, and it shouldn’t be impersonal. It should be something you believe in, that you can quickly and clearly communicate to other people – potential partners, advocates, so that you create an opportunity for the future.

Talking about why you care is an impact statement at the highest level[[1]](#footnote-1). It’s something you carry with you wherever you go.

**Step 1. Work on your elevator pitch**

1. The facilitator asks the group:

“Why should libraries be concerned about the UN 2030 Agenda?”

“What contribution can libraries make to the National Development Plan?”

“How do libraries help improve the quality of education in this country?”

1. Participants: you walk around talking to each other, and ask each other:

“If someone talked to you at work or at a party, what would you say about the role of the library association within the UN 2030 Agenda?”

1. You will have a few moments to write down some notes – what would you really say if given the chance?
2. Everyone in the room will get up out of their chairs: you will each find a partner, and share your thoughts with THREE other people. Spend about 30 seconds talking to each person.

**Step 2. Practice your pitch**

Now that everyone has had a chance to talk to others, you each take a turn to make your pitch to the facilitator. The facilitator will play the role of an influential person and you happen to be in the elevator or at an event together. You only have 30 seconds to deliver your message (the exercise will be timed).

**Step 3. Debrief**

Spend a few minutes debriefing. Was it easy or difficult? Was it fun or awful? What did you learn from others?

1. <http://www.gailperry.com/2011/07/powerful-elevator-speech-exercise-for-your-board-members/> [↑](#footnote-ref-1)