

INSTITUTE OF PUBLIC RELATIONS OF SINGAPORE



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3 November 2017 - The Elevator Pitch Workshop

This was an engaging half-day workshop that was conducted by Julinda Mega, IPRS Full Member and Corporate Trainer, Red Shoe Communications, assisted by Nicole Frank, Communications Coach, Red Shoe Communications. Julinda shared tips and techniques on how to think on your feet to instantly deliver a compelling message that makes the listener want to hear more.

One of the techniques was how to structure a message using a three-step framework: “Now-How-Wow”, which helps to deliver a message in 30 seconds. In a hands-on practice, participants structured a message that was relevant to their jobs before presenting it to the class with Julinda and Nicole providing feedback on how to improve the message to make it more compelling.

Felix Wong, Head, Tax, Singapore Institute of Accredited Tax Professionals

“The course provided me with a useful (yet simple-to-apply) technique to refine the way I deliver my messages. The instant feedback by the trainers after each role-playing exercise was particularly valuable.”

Serene Annabelle Mai, Manager, Corporate Communications & Branding, NTUC Health

“I really appreciated the fact that the class size was small enough for everyone to provide their inputs, share their experiences and hold effective discussions within the short span of time. The “Now-How-Wow” tip is simple and easy to recall when it is needed. Thanks for a great workshop!”



Participants practicing the “Now-How-Wow” technique.



Julinda (left) providing feedback to participants.



Nicole (left) providing feedback during a role-play.



Group shot at the end of the workshop.