

12th Global Meeting of the NTA Network Mexico City, 23 – 27 July 2018

WHEN OPPORTUNITY KNOCKS: THE ELEVATOR SPEECH

Sometimes life will hand you an unexpected opportunity. You meet the Minister in the elevator, a television reporter asks you for a live interview during a coffee break at a national seminar, or the president of your organization sits down next to you at an office party. You need to have a short message to fall back on at any time to help you seize such opportunities.

A one-minute message includes:

1. Who are you?
2. Why should the policymaker listen to you (Expertise? Years of experience? Affiliation with a prestigious organization?)?
3. What policy issue does your NTA research address (choose one)?
4. Do you have a simple statistic or a real-life example that illustrates the importance of the issue (human face)?
5. How can your NTA findings help solve the problem: A specific finding? Or a more general statement about your research?
6. An opening for further conversation: Offer a follow-up, give a business card

You will be asked to give a one-minute elevator speech to a policymaker based on your research project.

- You will have a short time to think about what you need to say and perhaps make a few notes
- Then tell us which policymaker you are addressing
- And then it will be your turn to get into the elevator