



Module III Business

Pitch
Course

Topic 4 Message VS Audience

Lesson 2:
Adapt your speech to the
audience



Co-funded by the
Erasmus+ Programme
of the European Union



ONCE THIS LESSON IS COMPLETED AND APPROVED, LEARNERS WILL BE ABLE TO:



1. Detect the expectation of the audience
2. Adapt their presentation to these expectations

IN THIS LESSON, WE WILL LEARN

HOW TO USE DIFFERENT APPROACHES AND TYPES OF MESSAGES FOR
DIFFERENT PURPOSES IN A PITCH



Co-funded by the
Erasmus+ Programme
of the European Union



1. ADAPT YOUR SPEECH TO THE AUDIENCE



TIPS:

SEDUCE THOSE WHO LISTEN TO YOU

You must make them curious about your project, that they want to know more about it once your speech is finished.

THE FIRST SECONDS ARE THE MOST IMPORTANT TO ENGAGE YOUR INTERLOCUTOR
If you fail to involve your interlocutor in your speech, it will be very difficult for him to get hooked in the middle of it.

BODY LANGUAGE AND MODESTY

It does not only matter what you say but how you say it, your non-verbal expressions will be essential



Co-funded by the
Erasmus+ Programme
of the European Union



1. ADAPT YOUR SPEECH TO THE AUDIENCE



TIPS:

SEDUCE THOSE WHO LISTEN TO YOU

You must make them curious about your project, that they want to know more about it once your speech is finished.

THE FIRST SECONDS ARE THE MOST IMPORTANT TO ENGAGE YOUR INTERLOCUTOR

If you fail to involve your interlocutor in your speech, it will be very difficult for him to get hooked in the middle of it.

BODY LANGUAGE AND MODESTY

It does not only matter what you say but how you say it, your non-verbal expressions will be essential



Co-funded by the
Erasmus+ Programme
of the European Union



1. ADAPT YOUR SPEECH TO THE AUDIENCE



TIPS:

SEDUCE THOSE WHO LISTEN TO YOU

You must make them curious about your project, that they want to know more about it once your speech is finished.

THE FIRST SECONDS ARE THE MOST IMPORTANT TO ENGAGE YOUR INTERLOCUTOR

If you fail to involve your interlocutor in your speech, it will be very difficult for him to get hooked in the middle of it.

BODY LANGUAGE AND MODESTY

It does not only matter what you say but how you say it, your non-verbal expressions will be essential



Co-funded by the
Erasmus+ Programme
of the European Union



1. ADAPT YOUR SPEECH TO THE AUDIENCE



TIPS:

SHOW YOUR PASSION

CONNECT AT ALL TIMES WITH THE PUBLIC

If there is more than one person directing several sentences of your speech to each one looking them in the eye, generally they will show you that they are listening

JARGON/ACRONYMS

Treat your audience like an educated layperson. You don't know if they know the jargon of your business or sector.



Co-funded by the
Erasmus+ Programme
of the European Union



1. ADAPT YOUR SPEECH TO THE AUDIENCE



TIPS:

SHOW YOUR PASSION

CONNECT AT ALL TIMES WITH THE PUBLIC

If there is more than one person directing several sentences of your speech to each one looking them in the eye, generally they will show you that they are listening

JARGON/ACRONYMS

Treat your audience like an educated layperson. You don't know if they know the jargon of your business or sector.



Co-funded by the
Erasmus+ Programme
of the European Union



1. ADAPT YOUR SPEECH TO THE AUDIENCE



TIPS:

SHOW YOUR PASSION

CONNECT AT ALL TIMES WITH THE PUBLIC

If there is more than one person directing several sentences of your speech to each one looking them in the eye, generally they will show you that they are listening

JARGON/ACRONYMS

Treat your audience like an educated layperson. You don't know if they know the jargon of your business or sector.



Co-funded by the
Erasmus+ Programme
of the European Union



1. ADAPT YOUR SPEECH TO THE AUDIENCE



TIPS:

DON'T READ NOTES OR THE SLIDES

As we said look into the judges' eyes

YOU ARE ALWAYS LEARNING

Remember you don't know everything. Think that you can always learn something new from the person in front of you.



Co-funded by the
Erasmus+ Programme
of the European Union



1. ADAPT YOUR SPEECH TO THE AUDIENCE



TIPS:

DON'T READ NOTES OR THE SLIDES
As we said look into the judges' eyes

YOU ARE ALWAYS LEARNING

Remember you don't know everything. Think that you can always learn something new from the person in front of you.



Co-funded by the
Erasmus+ Programme
of the European Union



CONCLUSION



As we have seen in topic 3 that the pitch can address different types of audience, it is important, at the time of preparing a pitch, to think at this audience characteristic to better reach them through our presentation.



Co-funded by the
Erasmus+ Programme
of the European Union





Co-funded by the
Erasmus+ Programme
of the European Union

