

Breakout Session #3 (Session One)

**THE ELEVATOR PITCH:  
CONSULTANTS OFFER CANDID FEEDBACK  
ON EDO PRESENTATIONS**

**MODERATOR:** Leslie Wagner

**PANELISTS:** Dennis Donovan, Courtney Dunbar, Jay Garner,  
Matt Highfield, Jerry Szatan and Matt Szuhaaj



# That Moment When...You Go For It!

## Elevator Pitch Essentials

1. **Who you are:** Introduce yourself and your company/community
2. **What you do:** Your role in promoting the community
3. **How your community is different:** What makes it different from all those competitors
4. **Why it is the best:** Explain the value proposition
5. **What's in it for them:** What will your audience gain by locating/expanding in your community?

# Make the Most of Any Moment



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# Scenario #1: Chance Meeting in an Airport Lounge

**Denise McClure,**

Corporation of the City of Brampton

- MEETS -

**Jay Garner,**

Chief Operating Officer  
of Cummins

(Major manufacturer of diesel engines  
headquartered in Columbus, Indiana)





# Scenario #2: Connecting at BIO International Convention in Boston



**Ryan McCrady**

Springfield Sangamon Growth Alliance

- MEETS -

**Courtney Dunbar,**  
Chief Science Officer  
of Cage Pharma

(midsize company focused on cancer treatment  
products based in Baltimore, Maryland)



# Every Event is a Chance to Practice



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# Scenario #3: Meeting at IEDC Leadership Summit in Tucson, Arizona



**Aric Bopp,**  
Arizona State University  
**- MEETS -**  
**Dennis Donovan,**  
Principal at  
Wadley Donovan Gutshaw Consulting





# Scenario #4: Meeting at Event Sponsored by Missouri Partnership in Chicago, Illinois



**Cathleen Fournoy,**  
Missouri Partnership

- MEETS -

**Jerry Szatan,**  
Owner of  
Szatan & Associates





# Improve Your Chances with Chance Encounters



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# Scenario #5: Connecting at an Informal Cocktail Party



**Christian Price,**

Maricopa Economic Development Alliance

- MEETS -

**Matt Szuhaj,**

Senior Vice President,  
Apple





# Scenario #6: Meeting at SelectUSA Investment Summit at Gaylord Convention Center



**Catalina Valencia,**

Minnesota Department of Employment  
and Economic Development (DEED)

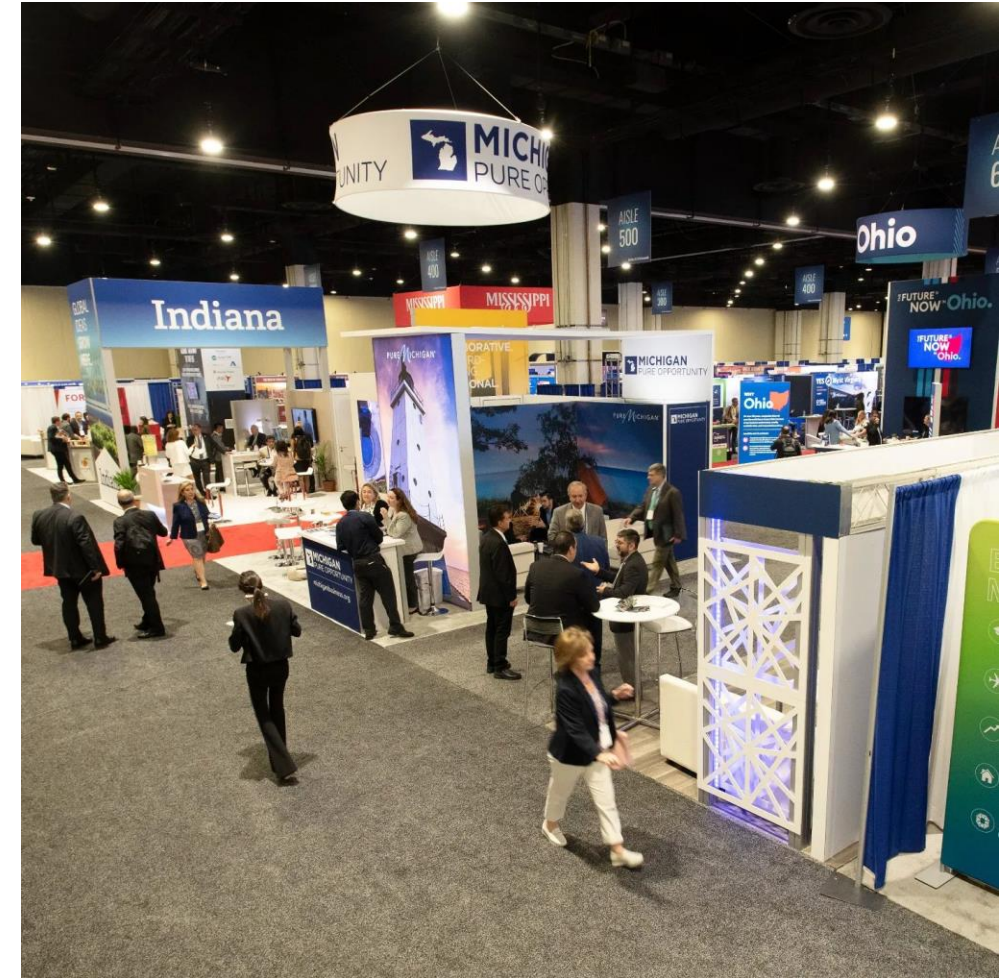
- MEETS -

**Matt Highfield,**

President & CEO,

PhotoOptics Intl.

(based in United Kingdom)







## Scenario #7: Meeting at CFO Leadership Summit in Texas

**Kevin Carter,**

Amarillo Economic Development Corporation

- MEETS -

**Courtney Dunbar,**

Chief Financial Officer,  
Hell or High-Water Technology,  
Austin, Texas





## Scenario #8: Meeting at Site Selectors Guild Annual Conference in San Antonio, Texas (following amazing breakout session)

**Paul Hughes,**

Kansas Department of Commerce

**- MEETS -**

**Jay Garner,**

President & Founder  
of Garner Economics



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# An Exceptional Elevator Pitch: 6 Takeaways

1. **Keep it Short...**Aim for 90 seconds or less
2. **Differentiate...**Share what makes your community & organization unique
3. **Numbers Matter...**A relevant data point is powerful & memorable
4. **Simple is Better...**Use language that's easy to understand; Avoid jargon
5. **Communicate Your Physical Location...**Make it easy for executives to place your community on a map
6. **Rehearse...**Practice builds confidence