

Breakout Session #3 (Session Two)

**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 Szuhaj



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



SSG 2023 Annual Conference



Scenario #1: Chance Meeting in an Airport Lounge

Cindy Ingram

Wilson Economic Development Council

- 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



Oppie Jordan
Carolinas Gateway Partnership

- 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



Kenneth Adamczyk
**Fulton County Center for Regional
Growth**
- Meets -
Dennis Donovan,
Principal at
Wadley Donovan Gutshaw Consulting



Scenario #4: Meeting at Event Sponsored by Global Business Alliance in Chicago, Illinois



Rugile Skvarnav
Invest Lithuania

- 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



Rick Morris

**Loudon County Virginia Economic
Development**

- MEETS -

Matt Szuhaj,

Senior Vice President,
Apple



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



Marty Baltzega

Duke Energy

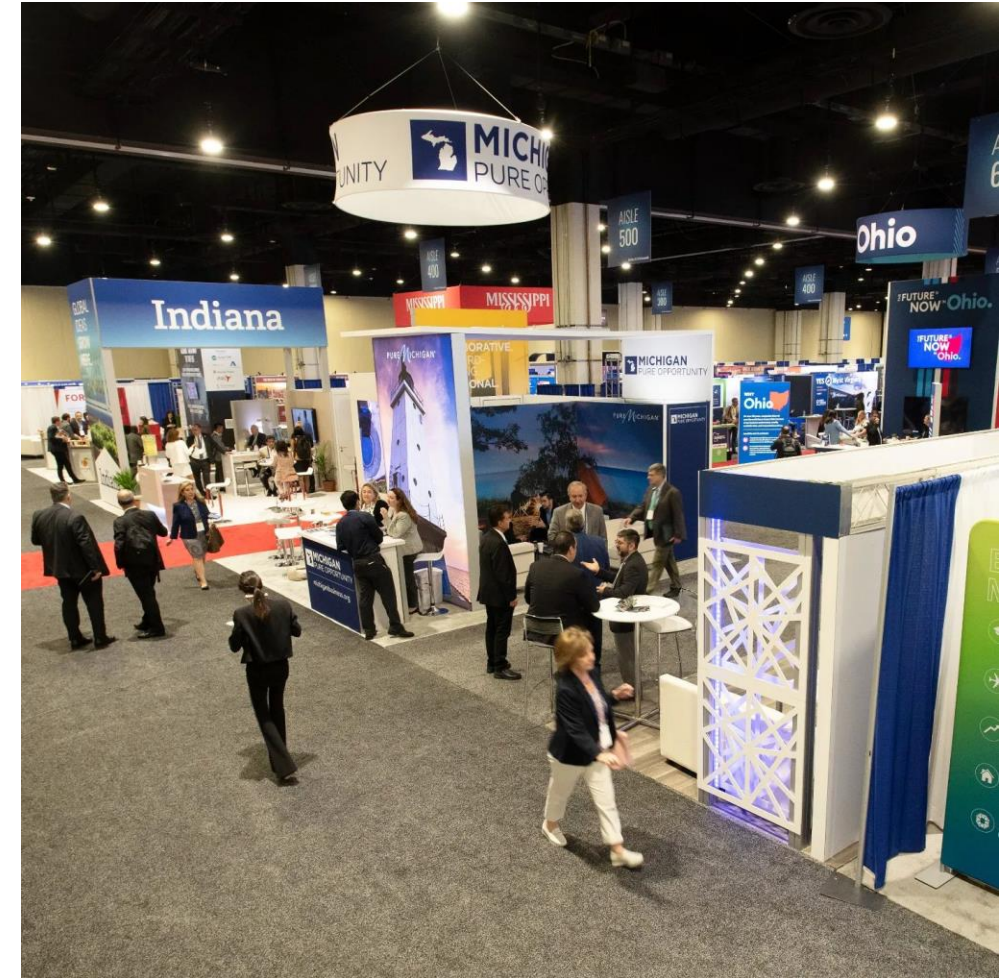
- MEETS -

Matt Highfield,

President & CEO,

PhotoOptics Intl.

(based in United Kingdom)





Scenario #7: Meeting at CFO Leadership Summit in Texas

James Fenton

Gallatin Economic Development Agency

- 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)



Nick Triska
Greater Portland, Inc.
- MEETS -
Jay Garner,
President & Founder
of Garner Economics





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