**The secrets of pitching**

The main aim of pitching is to generate interest. After 10 seconds the listener already judges whether he wants to listen or not. If he or she allows you to continue talking, you can elaborate more. For that reason make sure your opening sentence is key and invites to be curious.

Steps to develop an convincing pitch :

1. Identify your goal

* Do you want to present an idea
* Do you want to make a new connection
* Do you want to mobilise resources

2. Explain what you do

* Make a value preposition : this means you do not sell a what (« we work on disaster risk reduction »), but you sell a value (« we improve safety of communities that can be affected by disasters »). Let people know where you belief in !
* Tell a story that creates energy
* Focus on their needs

3. Tell who you are

* Tell about your accomplishments (your good practices)
* What do others need to know about you ? what makes you unique ?
* Let people know where you belief in
* What are your aspirations ? your ideas ?

4. Two-way communication

* Ask a question (preferably open question)
* Ask their opinion