



DIGITAL STORYTELLING (DST) STEP 5: PUBLICATION AND ENGAGEMENT

DST5-4: AUDIENCE-FOCUSED PITCH PRESENTATION

Phase 1) Plan for the audience

- If you want your audience(s) to be **engaged and interested** in your digital storytelling content and react to your content in ways that you would like them to, you need to put yourself in their shoes. You need to be audience-focused if your aim is to sell your story concept and idea to the audience.
- When your digital story has been published, it is useful to advertise it to all those who might be interested in it. If possible, **organize a launch** where you promote your content.
- To create an **audience-focused pitch presentation** of your DST project and digital content, study this [site about making presentations by The Visual Communication Guy](#) for advice on how to deliver powerful presentations.

Phase 2) Reflect on your audience

- **Who are they?** Know your audience and tailor your content according to their needs. What do they expect? What is their background, education, profession, experience?
- **What do they expect from you?** Do they expect formal or informal communication? How long do they expect to spend time with your content? Are they looking to be entertained? Or do they want to learn new things? Something else?
- **Why are they there?** Did they choose to be there or were they required to be there? Will they be tired, excited, nervous, or something else? Are they there as peers, evaluators, customers, users, networkers, journalists, or something else?
- Summarize the key takeaways from your reflections and plan your presentation accordingly.

Phase 3) Plan the start of your pitch presentation

- Study these instructions on how to create [World Class Presentations by elearninginfographics.com](#).
- **Start with purpose and vigor**
 - Share a personal anecdote or a memorable quote
 - Refer to eye-opening statistics
 - Use humour, even provocation
 - Show how something works
 - Involve the audience by asking a question
- **Make use of relevant stories**
 - If you start with a story, it must have a clear purpose. How will your audience benefit from the story?
 - Make it real: refer to real people, places, and problems.



Phase 4) Visualize your ideas

- People remember information better if an image or some type of visualization is attached to the message.
- To learn more about the basics of visual communication, go through this website by [The Visual Communication Guy](#) for ideas and support.
- Only use **visual materials that are copyright free** or for which you own the copyright.
- Here are some visualization tips to remember:
 - **Simplify:** Avoid complex charts, tables, or data sets. Use simple and coherent backgrounds.
 - **Keep it relevant:** Use images and visuals that are relevant and interesting.
 - **Design with care:** Be consistent in fonts, colours, and layout.

Phase 5) Structure your presentation

- **Be relatable:** Relate to your audience and show interest in them. Be smooth, natural, and confident. Express your ideas loudly enough.
- **Organize your content:**
 - Provide a roadmap and stick with it. Build suspense towards the end.
 - Be coherent and guide your audience: “This brings up...,” “Now let’s move on to...,” “So, we just did...; Next, I want to...”, “Finally, we will...”
- **Unify your message:**
 - Come full circle. If you started with a story, remind the audience of its purpose.
 - Summarize your key points. Keep it simple. Narrow down the focus onto 3-4 main things.
- **Express a Call to Action:** Give your audience something to do. It may be something ambitious such as changing the world. Or it can be something more specific, such as changing a daily habit.
- **End with power:** Make it clear that you have reached the end. Here are some ideas for creating a powerful ending:
 - **A contrast:** “We can do [this] or we can do [that], which will it be?”
 - **An anecdote:** Re-emphasize your message with a short anecdote.
 - **A quote:** Find a quote that is relevant and convincing – and does not leave your audience cold.

Phase 6) Rehearse your presentation

- Keep your presentation short and never exceed the given time limit. To succeed in this, you need to practice well in advance and rehearse your presentation several times.
- If there are several people (for example, all your team members) presenting, plan your roles well and make sure that you take turns smoothly during the presentation.
- Be energetic and enthusiastic, demonstrating that you believe in your message and are proud of your project results. Your audience will catch the spirit.

