

1a 60-second pitch

Overview

Students read a definition of a 60-second pitch, then order the transcript of a 60-second pitch by matching common word partnerships and collocations. Then using the transcript as a model, they make a 60-second pitch about a business idea.

Preparation

One copy of the worksheet for each student.

Procedure

- 1 Hand out copies of the worksheet. Introduce the topic of a 60-second pitch by reading the definition in exercise 1 with the class. Explain that it is similar to the elevator pitch on page 4 of the Student's Book but that it is used to describe quickly a business idea you have, rather than promote your company to a potential client.
- 2 Write *customer loyalty scheme* on the board and make sure everybody understands what it means. Brainstorm arguments which could be included in a 60-second pitch about this type of scheme, e.g. repeat business, new customers if attractive benefits, etc.
- 3 Individually or in pairs, students put the two sections of the pitch in exercise 2 in order. Monitor, helping with vocabulary as necessary.
- 4 Check the sequence by asking students to read the pitch aloud in the correct order. Explain the meaning of any unfamiliar collocations or word partnerships. Then focus students' attention on the discourse markers used in the pitch (*First, Second, Third, Finally*) to introduce each new argument.
- 5 In exercise 3, students prepare and make a 60-second pitch on one of the topics. Monitor, helping with vocabulary as necessary. (You may like to have students work in pairs during this preparation stage, and then divide students into new pairs to make the pitch.)

Answers

1 d 2 b 3 h 4 f 5 c 6 a 7 g 8 i 9 e 10 n 11 r
12 j 13 o 14 l 15 q 16 m 17 p 18 k