

NM SMART Grid Center Webinar Series

Science Communication: Developing Your Elevator Pitch

Presenters: Allison Brody, Director of Education, Explora

Anthony Salvagno, Associate Director of X Studio, Explora

Date of Webinar: Wednesday, August 26, 2020

Time: Noon – 1:00 MT

Abstract

Effective communication is organized, relevant, and engaging. The elevator pitch is your first interaction with a colleague, funder, journalist, etc. The key to a good elevator pitch is to develop a good story and convey it effectively. These exercises are designed to help participants tell a compelling story with strategies that help you develop that story to instantly hook your audience.

Speaker Bios



Allison Brody has a doctorate in Ecology and Biological Education from Idaho State University and has run out-of-school education programs since 1998 at the Bronx Zoo, Oklahoma City Zoological Park and Botanical Garden, University of Las Vegas Public Lands Institute, Clark County Wetlands Park, and Explora. Though Dr. Brody's expertise lies in STEM, much of her work has centered

around effective, compelling STEM *communication*, whether facilitating a multicultural outreach program for Hispanic families with UNLV, or helping STEM professionals engage people of all ages and backgrounds through the Institute for Learning Innovation's Portal to the Public program (see Brody, "Gauging Success: Creating a PoP Rubric," 2017).



Anthony Salvagno has a PhD in Physics from the University of New Mexico and ten years of experience in science communication, outreach, and education. Prior to working at Explora, Salvagno served as the STEM Program Coordinator for Girl Scouts of New Mexico Trails, where he coordinated a variety of STEM p-

rofessionals, Americorps fellows, and volunteers to engage girls in high-quality, inquiry-based education. A Creative at heart, Dr. Salvagno is a former food truck owner, passionate graphic designer, and avid gamer and lover of comics.