Elevator Speeches

What is an “Elevator Speech”? The concept is that you have been serendipitously put in the company of someone you want to impress and have a very limited time to make your pitch. The time being the length of the elevator ride, say about 30 seconds to two minutes. That short time can be easily wasted if you don’t have something that makes sense in the back of your mind about what you want to say.

Realizing that different people have longer elevator rides than others, the concept does force you to think about how to be both compelling and concise when presenting the attributes of A&WMA.

Below are a couple of elevator speeches that were generated at the 2016 Leadership Training Academy. The salient points may change depending on the target audience and a key is providing a specific invite to an upcoming event.

Sample Pitches

Target Audience: Potential member or customer from Regulating Agency

Have you heard of the Air & Waste Management Association? Do you know what the organization does? We have a meeting\conference coming up on [date].

I think this would be a great opportunity to come see what A&WMA has to offer. A&WMA is:

- A great forum to facilitate communication with target groups.
- Provides a neutral and informal platform for public outreach.
- One of the best things about the organization is that it provides numerous opportunities for continuing professional development, especially the opportunity to interact and share interagency experiences.

If you have a card, I can send you some information.

Target Audience: Potential Member or customer from Industry

Air & Waste Management Association is a great tool for industry to keep up with the constantly changing regulations to protect the environment. A few reasons that it is valuable to be a member are:

- A&WMA keeps you up to date on new and proposed regulations
- Brings industry, academia, and regulators together to share experiences and learn from them
- You can make connections in a neutral forum with regulators
- It provides continuing education credits, and keeps you current with approaches to compliance issues
- Helps with staff training and development

If you are interested; here is my card and an information card. Our next meeting is [insert date]. Hope to see you there!