

WORKFLOW FOR RECORDING AN ELEVATOR PITCH

- PHD

1 Preparing the elevator pitch

- Write a complete text of your elevator pitch in English, highlighting the core of your research.
- Read the text aloud, practice thoroughly, and time yourself. The pitch must last **no longer than two minutes**.
- Start with an accessible, engaging question that captures attention and is relatable for a broad audience.
- Conclude with a clear and understandable message for a non-specialist audience.
- If desired, you may request coaching from **Lies Vermeesch** (lies.vermeesch@ugent.be). She offers guidance in two steps:
 - Feedback on the written pitch.
 - Feedback on a test recording made with your smartphone/laptop/....

2 Test Recording with Smartphone/Laptop/...

- For inspiration, watch the following professionally recorded videos: [FEB onderzoeksfilmpjes](#) - [Wetenschap Uitgedokterd](#)
- Try to emulate the **tone of voice** from these examples. Please note that animations cannot be used due to budgetary and technical constraints.
- Briefly introduce yourself and deliver your story in one continuous take. Speak calmly, articulate clearly, and, most importantly, be yourself. If you memorize your text, make sure it still sounds natural and spontaneous.
- Optionally, place a small post-it with bullet points next to the camera lens to discreetly glance at while speaking. **Avoid reading from a script.**
- You may use a prop if it is relevant to your research.
- Keep the recording between **60 and 120 seconds**.
- Always film in **landscape format** (horizontal).
- Ensure a clean start and finish: trim the beginning and ending so you appear and speak immediately. If editing is not possible, begin speaking right after pressing 'record' and stop recording as soon as you finish.
- Choose a location with sufficient light (preferably natural light). Avoid backlighting by not standing directly in front of a window.
- Record in a quiet room without background noise.
- Position the camera at eye level; avoid low angles (frog perspective).
- Make a short test recording of a few seconds to check lighting, sound, and framing. Adjust if needed.
- Look directly into the camera to create "eye contact" with the viewer.
- Send your test video in **.mp4, .mov, or .wmv** format to Lies Vermeesch via [Belnet Filesender](#). She will provide targeted feedback before you proceed with the final recording.

3 Final Recording

After receiving feedback from Lies, you are ready for the official recording. Several options are available:

- Use the professional **UGent recording studios** (Home Vermeylen – Stalhof 8). [Meer info](#)
- Record using the **Panopto software**. [Meer info](#)
- Choose an alternative recording method, provided you follow the guidelines outlined for the test recording.

The aim is to complete your pitch in a single take. Of course, multiple attempts may be necessary.