



ACCELERATING INNOVATION IN
HEALTH TECH, SMART CITY
AND GREENTECH

Joint Program Training Sessions

MVP phase

Workshop no5

18th May 2023

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WORKSHOP NO 5: DELIVERING AN EFFECTIVE PITCH

Agenda

18.5.2023

9:00-11:00 CET	Building your executive presence, Martina Merslavič <ul style="list-style-type: none"> • How to become a 4D speaker • How to connect better with your audience • QA
11:00 – 11:30 CET	Break
11:30 – 13:30 CET	Creating the content that sticks, Martina Merslavič <ul style="list-style-type: none"> • Storytelling in business • The power of analogies • QA

WORKSHOP DETAILS

Workshop 5: Delivering an effective pitch

Goal: provide a large toolbox of techniques that help the participants maximize the impact of their communication opportunities.

Outcome: participants will be able to communicate with more confidence, clarity, and relevance for the audience. They will be able to apply the techniques to get the attention and retain it throughout their presentation. Their delivery will be more memorable and convincing. As one of the outcomes of the workshop they will be working on their actual pitch presentation, adding the techniques they learned. They will record it in a selfie video which will help them identify the strong points and work on improvements.



Speaker: Martina Merslavič



Title: CEO

Expertise: 25 years experience in communications, 10+ years experience in communications skills trainings, more than 150 virtual and in-person sessions delivered in 2022, clients include Amazon, Meta, Citibank, BNY Mellon, cloudflare, S&P, Marsh, McLennan, Oliver Wyman, Google, Siemens, Ikea, and many others.

LinkedIn profile: <https://www.linkedin.com/in/martina-merslavi%C4%8D-62b62843/>

Bio: Martina started her career in the largest regional communications agency Pristop where she had various roles, including Junior Partner. At Pristop she planned and delivered successful communications campaigns for clients in retail, CT and utilities industries. She also built large and diverse business network through her business development activities and learned how to lead agile, highly efficient teams. After 14 years in the agency, she moved to the client side. Martina led corporate communications at Siemens Adriatic where she got first hand experience with the functioning of a highly structured, complex organization. To pursue her entrepreneurial spirit, she moved on to become a freelance communication consultant and communications skills trainer, helping international clients speak outside of their comfort zone.

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