

PARTICIPANT COMMENTS – ELEVATOR SPEECH

I found the Elevator Speech program to be "time well spent"! It gave me several ideas that I will be taking to our next Board Meeting for our Officers to think about and discuss for ideas on how to implement them in our Round Table. Pittsburgh does have "pamphlets" available for use, but absolutely "no idea" as to a proper "marketing plan"!! The ideas shared during the elevator program gave me some good ideas. Thanks, again, for all you do for our Round Tables!! Huzzah, - **Rev. John Campbell, Greater Pittsburgh Civil War Round Table**

It was helpful. Sorry you only got the top of my head. Guess I was not centered for the camera. I am learning how to do virtual. Kind of shy also. Johnsons Island CWRT needs to get past covid. We need a website and maybe get on face Book. Right now, I send news releases to around 10 news organizations in NW Ohio. Pre covid this was a good source for new people. – **Mary Schwepe, Johnsons Island CWRT**

As usual, lots of good information. I need to practice my speech for sure. And work on the other development ideas you gave. – **Mike Hoover, Inland Empire CWRT**

Session was excellent. In business, we are trained to have an elevator speech to quickly, concisely and effectively communicate our value proposition. Organizations are equally in need of the same.

Am not an expert in marketing. However, the results of the surveys you use in the sessions are eye-opening. There are multiple concepts in marketing that have always been out there. Now in this new digital world are at our fingertips. We are an older demographic, not always accepting of change. The internet, social media, cell phone aps, etc. have rapidly changed the world. We need to adjust and avail ourselves of these features and capabilities.

If we are to attract younger members, we must talk their language and swim in the places they get their news and information. At the end of the day, the concepts – getting the word out – have not changed.

Thank you for your efforts, - Tom **Scurria, Old Baldy CWRT**