

Workshop 4

Key Terms



AUDIENCE

An audience is a group of people that is watching a presentation. In these workshops, the ultimate audience for student's pitches and presentations are Government of New Brunswick employees at PETL.



COMMUNICATION

Communication is about understanding and sharing meaning in different situations and with various people for different reasons. Good communication means knowing about the world around you, including local and global views, cultures, and being able to use different ways of sharing information safely and responsibly, including online.



PITCH

A pitch is a persuasive, short presentation that quickly outlines all the important things a person wants to share on a specific topic. Pitches can be used to sell a product (like on the TV Show Shark Tank, or Dragon's Den), or to convince an employer that someone is the best person for a job.



SOLUTION STATEMENT

A solution statement offers a response to a challenge. It considers who the solution is for, and who can help us; How the solution will look in real life, and how the solution makes a difference; and why the solution is a good idea.