DEZERNAT
STUDIUM UND LEHRE

UNIVERSITÄT
HEIDELBERG
ZUKUNFT
SEIT 1386

PITCHING IDEAS

Purpose	A student or the instructor delivers logically structured information to students within a relatively short period of time. A keynote presentation encourages self-reflection and invites participants into the conversation, which can be supported and guided by purposeful questions. By engaging actively with the content of the presentation (through conversation), students are able to better retain the material and engage with it on a deeper level. Individual questions and prior knowledge are explicitly welcome.
Directions	The material, or the topic of the class unit, is divided into three or four thematic parts. Each part corresponds to one section of the presentation. At the beginning of the class, the instructor explains the structure of the topic and the presentation itself. Then the first part is presented (ca. 10 min.). After this first presentation, participants are asked to exchange their ideas in small groups or within the whole class (discussion or round table). Focused questions facilitate the discussion (e.g. "How is what you just heard related to what we had covered so far / to your own experience?" or "What are some of the consequences of what you just heard for…?"). The presentation can either be continued directly after this discussion, or questions can be answered before it continues (especially helpful after small-group discussions). A useful question might be: „Has anything come up that you would like to address immediately?" Depending on the situation, either option can be suitable, or they could be used in alternation.

Parameters		
	Group size:	50 people max.
	Time required:	individual presetation sections: 5-10 minutes each
		discussions: 10-15 minutes each
	Setup:	flexible
	Materials:	visual or written material (posters; prompts; etc.) that illustrate the questions intended to prompt the discussion(s)

Helpful Tips	Beware of long-winded monologues!
Online Implemen-tation	— Instructor or student presentations (as videos or narrated PowerPoints) can be made available to peers in heiBOX oder Moodle (heiCAST).

Adapted from:
Knoll, J. (1999). *Kurs- und Seminarmethoden: Ein Trainingsbuch zur Gestaltung von Kursen und Seminaren, Arbeits- und Gesprächskreisen* (8th ed.). Weinheim: Beltz Verlag.