



WE WERE MADE TO COMMUNICATE

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Here are some engaging scenarios for a 2-minute video evaluation.

Each scenario assesses different aspects of English communication, such as clarity, structure, confidence, and creativity:

Scenario 1: Pitching a New Product

Setting: Imagine you are in an elevator with a potential investor who could fund your groundbreaking product.

Task: Present your idea for an innovative product (e.g., a smart water bottle that tracks hydration levels). Highlight:

1. **The problem it solves**
2. **The unique features**
3. **Why they should invest**

Goal: Assess the participant's ability to structure their ideas logically, use persuasive language, and showcase enthusiasm.

Scenario 2: Job Interview Introduction

Setting: You've just met the hiring manager for your dream job at a networking event.

Task: Introduce yourself professionally, including:

1. Your current role or background
2. Key accomplishments or skills relevant to the job

3. What makes you the right candidate for their team

Goal: Evaluate how the participant presents themselves confidently, uses professional vocabulary, and builds a personal connection.

Scenario 3: Nonprofit Cause Awareness

Setting: You're speaking to a philanthropist about supporting a nonprofit cause close to your heart.

Task: Explain:

1. The cause and why it's important
2. How the nonprofit is making a difference
3. What kind of support is needed

Goal: Assess the participant's ability to convey passion, appeal to emotions, and use clear, impactful language.

Scenario 4: Promoting a Personal Brand

Setting: You're attending a networking event and meet someone influential in your industry.

Task: Craft a personal pitch that includes:

1. Who you are and your unique skills or expertise
2. What you're passionate about professionally
3. How your skills or experience can benefit others

Goal: Evaluate how well the participant conveys their unique value and engages the listener in a concise, authentic way.

Scenario 5: Introducing a New Business Idea

Setting: You meet a famous entrepreneur in a coffee shop, and they ask about your business concept.

Task: Deliver a pitch that includes:

1. The business idea and target audience
2. What makes it different from competitors

3. How it solves a pressing issue or creates value

Goal: Assess the participant's ability to present innovative ideas persuasively and explain complex concepts clearly.

Scenario 6: Convincing a Stakeholder

Setting: You're speaking with a decision-maker at your company who can approve your project idea.

Task: Pitch your project by explaining:

1. The challenge your project addresses
2. The solution and its benefits
3. How it aligns with the company's goals

Goal: Test the participant's ability to be concise, articulate, and persuasive while using professional language.

Scenario 7: Crowdfunding Campaign Pitch

Setting: You're recording a 2-minute video for a crowdfunding campaign.

Task: Explain:

1. What your project is about
2. Why it matters to the audience
3. How contributions will make an impact

Goal: Assess the participant's skill in building emotional resonance and inspiring action in a short timeframe.

Scenario 8: Tourism Promotion

Setting: You're speaking to a group of tourists, trying to promote your city as the best destination.

Task: Highlight:

1. Key attractions and unique experiences
2. Why they should choose your city over others

3. A call to action to visit

Goal: Evaluate the participant's ability to use vivid descriptions and persuasive language to sell an idea.

Scenario 9: Academic Research Presentation

Setting: You meet a famous academic who is interested in your research.

Task: Explain your study by covering:

1. The problem you're investigating
2. Key findings or anticipated results
3. How it contributes to the field

Goal: Test the participant's clarity in explaining technical or academic concepts in layman's terms.

Scenario 10: Hosting a Cultural Event

Setting: You're introducing yourself to attendees at an international cultural event.

Task: Share:

1. A brief self-introduction
2. What excites you about the event
3. A personal story or anecdote that connects to the theme

Goal: Assess the participant's ability to connect with a diverse audience and speak with confidence and warmth.