



Strategic Pitch Template for Social Leaders and Activists

(tips, reminders, pauses)

Project

**The Future of Human
Rights in the Digital Age**

Greeting + Introduction (10–15 sec)

- Full name
- Primary role
- Organization or project you represent

**Do it three times before going on stage
or before making a public intervention.**

Example: "Hello, I am Cindy Marcela Zapata, social leader and activist from the corporation 'Lazos de Amor unidos por la vida'. I am currently participating in the project 'The Future of Human Rights in the Digital Age' at CODS - Universidad de los Andes."

2. Identity + Purpose (15–20 sec)

- What drives you as an activist?
- How does it connect with the event's purpose?
- What is your differential (gender, HIV, community approach, intersectionality, youth, etc.)?

Example: "My purpose is to build bridges between science, activism, and the community, so that human rights also have a voice in digital environments. I am driven by the conviction that no one should be left behind, especially those facing inequalities due to gender, health, or migratory status."

3. Key Background and Experience (20–30 sec, max. 3 points)

- Activism / leadership
- Relevant achievements (projects, awards, social changes)
- Outstanding international or community experience

Example: "I have led community processes through 'Lazos de Amor unidos por la vida', creating safe spaces for people living with HIV. I have participated in international settings such as the World Health Assembly in Geneva and the AIS in Rio de Janeiro, representing the community voice through the lens of inclusion and social justice."



4. Current Role in the Consortium (15–20 sec)

- Your specific role
- What you contribute from your experience
- How you contribute to the collective work

Example: "As a research assistant in the DHRP project at CODS, I provide a perspective from social activism and community experience. My role is to connect local realities with academic research, generating inputs that strengthen advocacy in policies and rights."

5. Inspiring Message / Call to Action (15–20 sec)

- A powerful phrase that reflects your vision
- Connect with the audience through empathy and purpose
- Motivate to build or collaborate

Example: "I believe that true transformation happens when we combine scientific knowledge with the strength of communities. My invitation is to keep working together for a digital era where every person can fully exercise their rights."

6. Closing with Networking (15 sec)

- Gratitude
- Availability to discuss / collaborate
- Share contact information

Example: "Thank you for this opportunity. I would love to continue our conversation, share lessons learned, and explore synergies. I'll leave you my contact details, and I am open to collaborating on initiatives that bring us closer to a more just and digitally inclusive world."

Pitch Recommendations

- Total time: 1–2 minutes.
- Prepare two versions: a short one (30 sec) for informal networking and an extended one (2 min) for panels or presentations.
- Use simple, inspiring language with clear examples.
- Always close with an open door to connect.
- Keep the pitch written in your phone notes or on a small card to review before panels or networking moments.

