Exercise 2: Preparing a pitch to target specific stakeholders’ interests

Exercise sheet B

# Contact information

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| **Full Name** |  |
| **Email** |  |
| **Peer-learning Group Name** |  |

**Targeting specific stakeholders’ interests**

Referring to the fictitious *Darwinia* use case, decide which Ministry you intend to target with your pitch for *Darwinia* to become a GBIF Participant country.

Write down in the box below which Ministry you have chosen to target and the reasons for your choice.

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| **My pitch will target the Darwinian Ministry of….**  **Because:** |

# Key points of a pitch for GBIF Participation

Remember to target your pitch according to the main rationale that would be of interest to the Ministry you have selected. In the box below, write out the key points of your pitch, either as a complete script or just bullet points of the main points you wish to raise. Be concise - you have a maximum of three minutes to deliver your pitch.

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# Questions that a Ministry representative might ask regarding GBIF Participation

Also consider the kinds of questions that a Ministry representative might ask in response to a pitch for GBIF Participation – and that you should be prepared to answer during your role-play exercise. Keep note of these questions in the box below.

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| Example: How is GBIF funded? |

# Discussion points and questions

Consider how this relates to your own national or organizational context. Note down any similarities or differences in the box below.

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Keep track of any topics you wish to discuss with your peers and trainers in the box below.

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