

Webinar

# Difference Between a **Pitch**, a **Speech**, and a **Presentation**

“Professional Self-presentation in English” course

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CEO at Career English School  
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# Agenda

- 1. About me**
- 2. Pitch vs Speech vs Presentation: definitions, purpose, duration, and style**
- 3. Speech Occasions**
- 4. Types of Presentations**
- 5. Mistakes to avoid**
- 6. Practical Home Assignment**
- 7. Q&A**







# About me

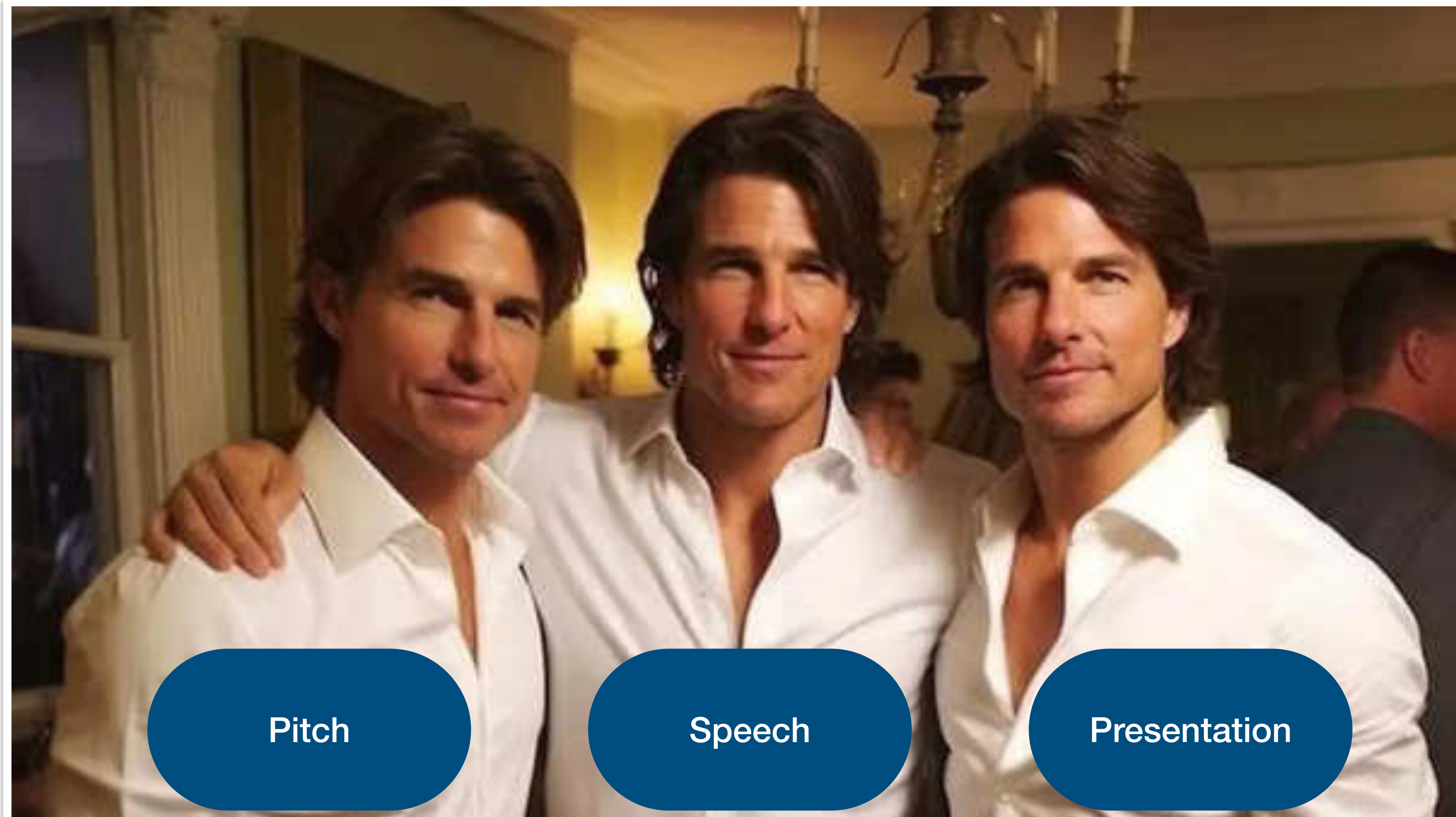
Oksana Skoromna  
CEO at "Career English School"

- **7+ years** as a CEO and founder of Career English School
- **2+ years** leading a tech startup in supply chain management
- **5 conferences:** as a keynote speaker
- **7+ years** experience as a Product and Project Manager in banking





# Do you actually know the difference?



Pitch


Speech

Presentation

# Pitch vs Speech vs Presentation

## Definitions

 **Speech** - a formal talk given usually to a large number of people on a special occasion. No presentation deck.


 **Presentation** - a talk to a group in which information about a new product, plan, etc. is presented. Visual aids are required.

 **Pitch** - a concise speech aimed at SELLING something or CONVINCING someone. No presentation deck is needed.



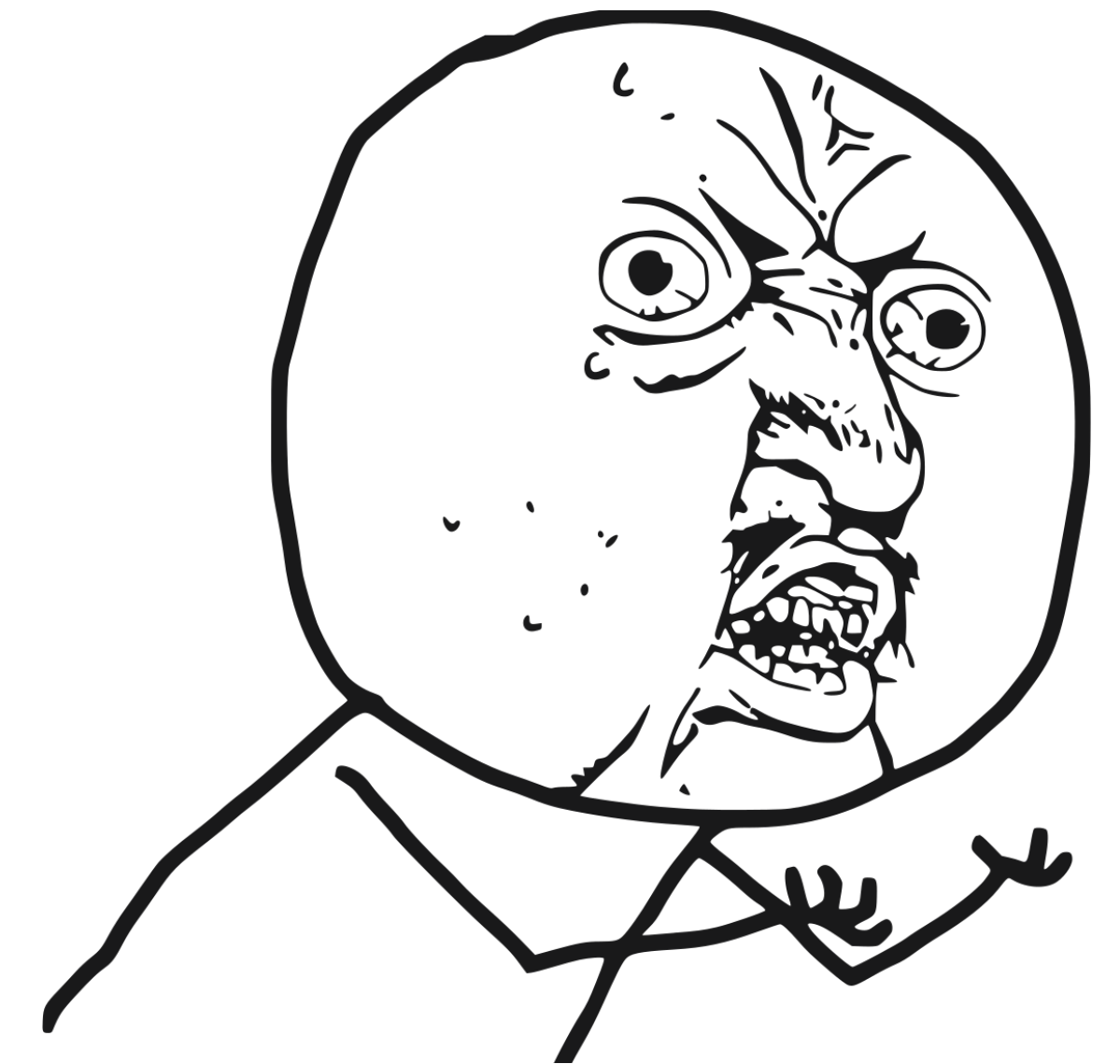
# Pitch vs Speech vs Presentation

## Purpose

 **Speech** - to inform, inspire, or entertain




 **Presentation** - to educate, inform, or explain in detail

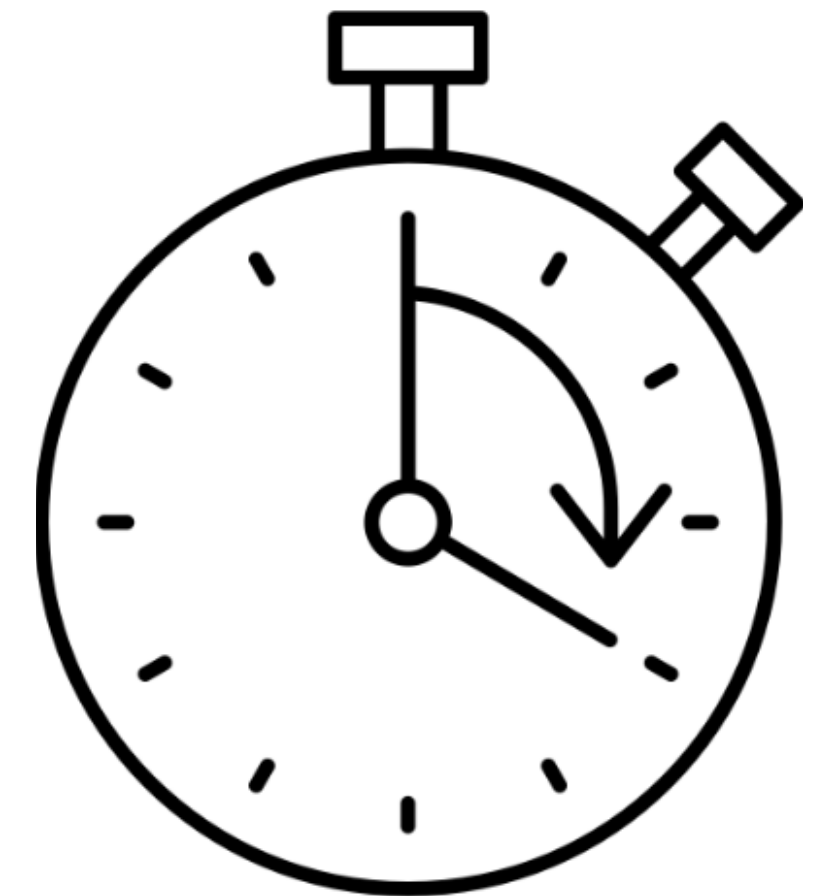
 **Pitch** - to persuade or sell an idea/product/services



# Pitch vs Speech vs Presentation

## Duration

-  **Speech** - varies (5 min to an hour)
-  **Presentation** - moderate to long (10 min to an hour or more)
-  **Pitch**: short (usually 1-5 min)





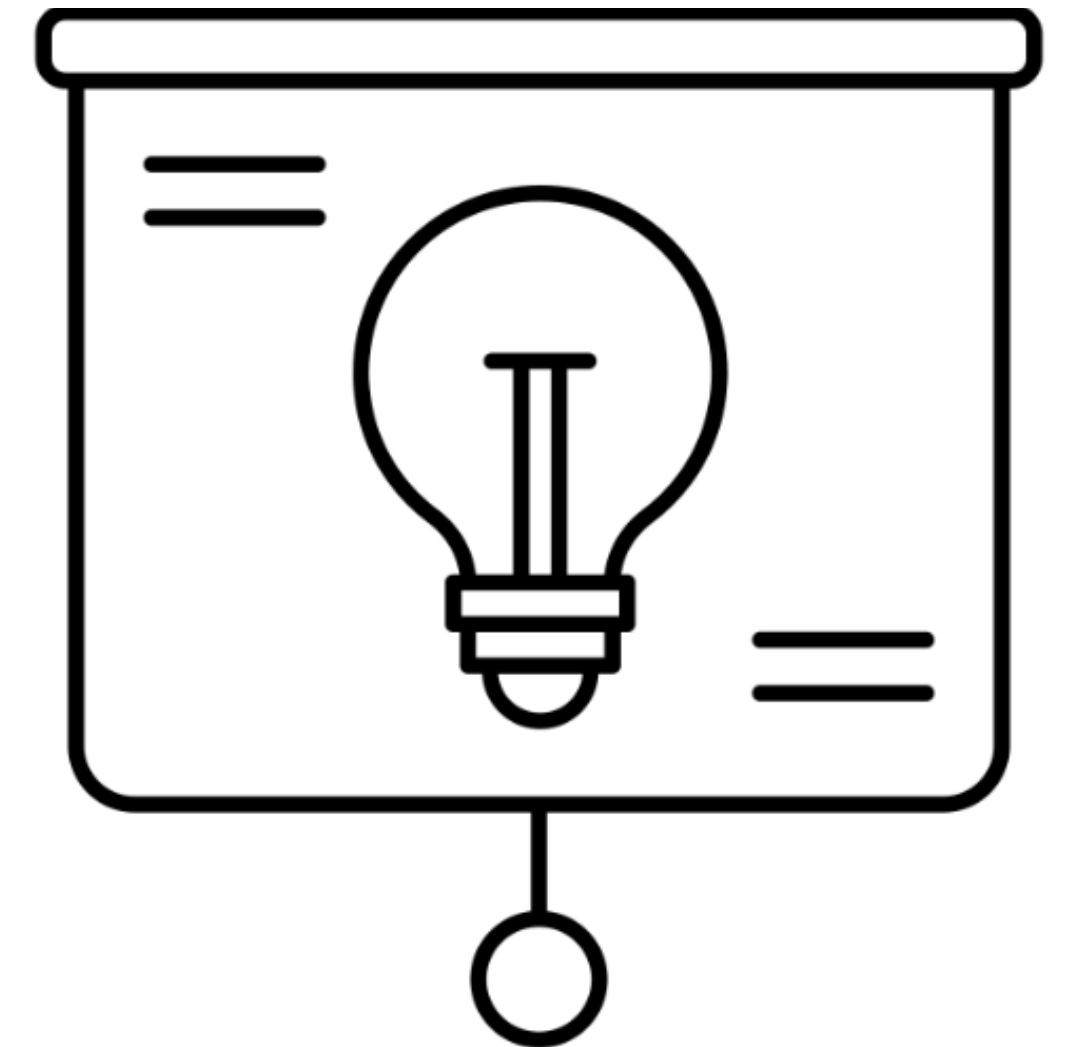
**“It takes **one hour** of preparation **for every**  
**minute** of presentation time”**

**Sommers White**

# Pitch vs Speech vs Presentation

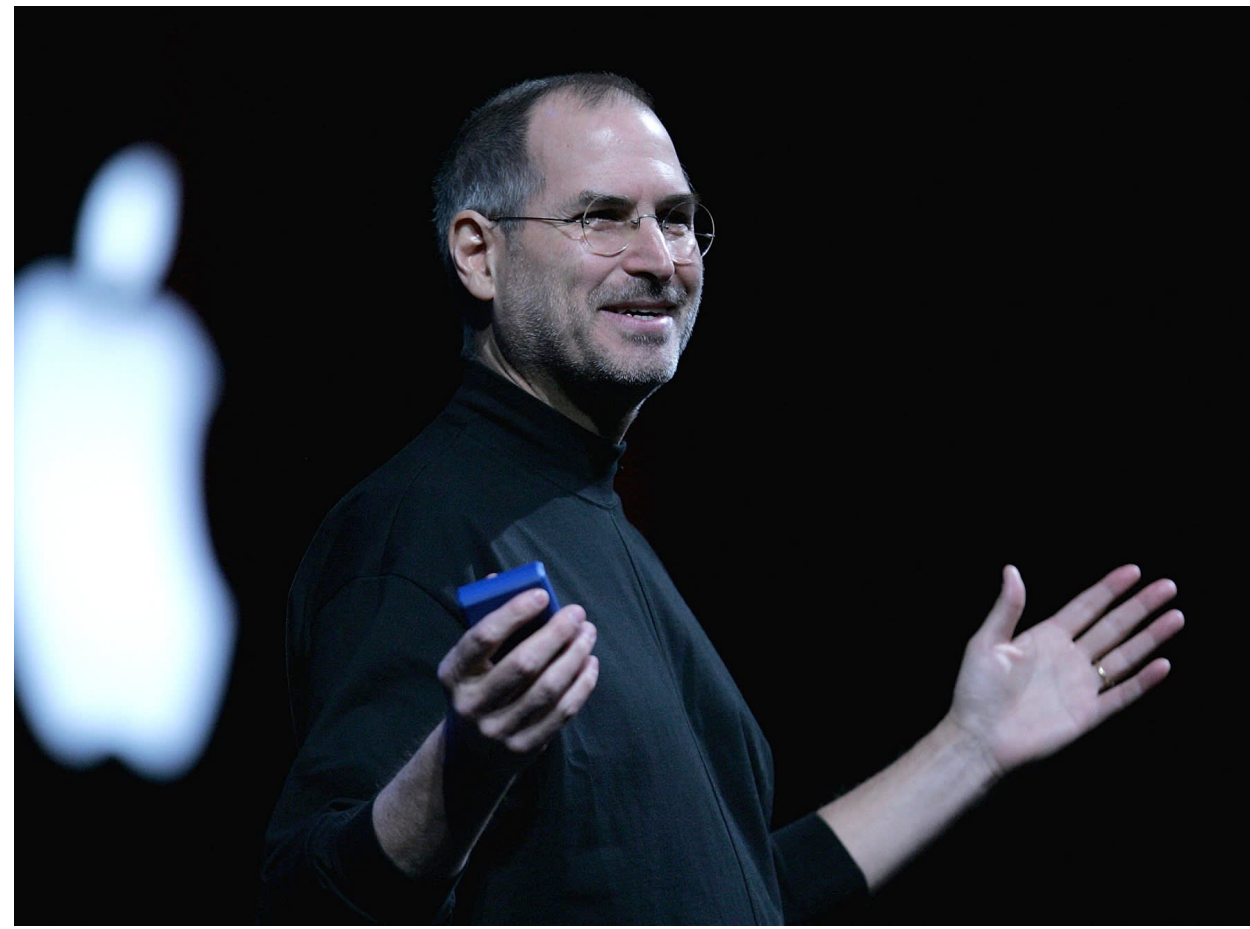
## Style

- 🎤 **Speech** - engaging, story-driven, often formal
- 🎤 **Presentation** - structured, with visual aids, detailed information
- 🎤 **Pitch**: concise, high-energy, focused on key benefits





# Speech Occasions



Speaking at conferences or industry events



Motivational speeches



Award Ceremonies



Graduation ceremonies



Public rallies



# Types of Presentations

**Why is it important to understand the difference?**

- ➔ Keynote presentation
- ➔ Sales presentation
- ➔ Product demonstration
- ➔ Training presentation
- ➔ Project Update
- ➔ Executive briefing



# Keynote Presentation

## Purpose:

to inspire and set the tone for an event or conference

## Key Points:

- High-level and visionary content
- Engaging storytelling





# Sales Presentation

## Purpose:

to persuade potential clients to purchase a product or service

## Key Points:

- address client needs and **pain points**
- focus on benefits and value proposition
- clear **call to action**





# Product Presentation

## Demo

### Purpose:

to showcase the features and benefits of a product

### Key Points:

- live or recorded demonstration
- highlight key functionalities
- interactive Q&A session





# Training Presentation

## Purpose:

to teach specific skills or knowledge

## Key Points:

- step-by-step instructions
- practical examples and exercises
- assessments to check understanding





# Project Update Presentation

## Purpose:

to provide progress updates on ongoing projects

## Key Points:

- current status and milestones
- issues and risks
- next steps and timelines





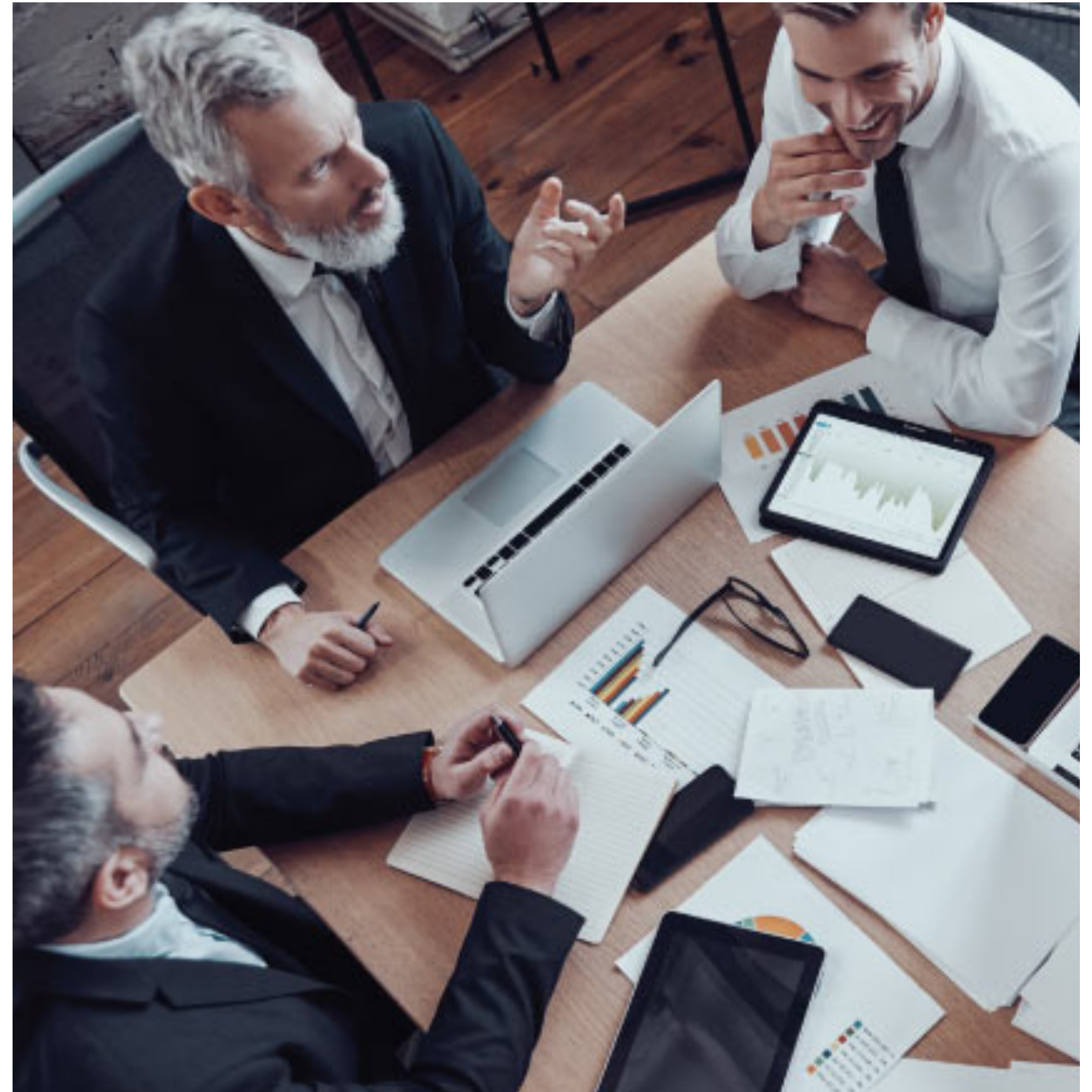
# Executive Briefing

## Purpose:

to inform senior management about critical issues

## Key Points:

- high-level overview of performance
- strategic insights and recommendations
- focus on key metrics and outcomes





# Mistakes to Avoid

- Too much text on one slide
- Cluttered or hard-to-read design
- Reading exactly what is written on the slide



# 10%

about 10% of people **love** public speaking and experience no fear, while another 10% are genuinely **terrified**



**“If I had to speak for an hour, I could do it right now. If I had to speak for five minutes, it would take me two weeks to prepare.”**

# Practical Home Assignment

1. Chose the type of presentation.
2. Specify your audience.
3. Study the presentation preparation assistance file with the requirements and tips.
4. Create presentation slides and accompanying text.
5. Deliver your presentation live or record it, post to our chat and get live or recorded feedback from me.



**Q&A**





**Thank you!**

