

Why go to Philmont — Creating an effective elevator pitch



An effective elevator pitch is a concise and compelling summary of your idea, product, or service designed to spark interest quickly.

Here are the essential elements:

1. A Hook

Start with something attention-grabbing, like a surprising fact, question, or bold statement, to pique curiosity.

2. Clear Value Proposition

Explain what you or your offering does and how it solves a specific problem or meets a need. Focus on the value it brings.

3. Target Audience

Identify who benefits from your idea, product, or service. Be specific to show you understand your audience.

4. Uniqueness

Highlight what makes you or your solution stand out from competitors or alternatives. This could be your approach, experience, or a unique feature.

5. Conciseness

Keep it brief—ideally 30–60 seconds. Avoid jargon or unnecessary details.

6. Call to Action

End with a clear next step, such as scheduling a meeting, sharing contact details, or asking a thought-provoking question.

7. Confidence and Passion

Deliver your pitch with enthusiasm and self-assurance. Your energy can make your idea more engaging and memorable.

Why go to Philmont?

“Philmont is more than just a destination—it’s a transformational experience for Scouts and Scouting families. Imagine a place where breathtaking landscapes, lifelong friendships, and unmatched leadership development converge. Whether you’re trekking through its iconic backcountry or attending a conference at the Philmont Training Center, you’re stepping into a Scouter’s paradise—where tradition, adventure, and personal growth thrive.

For families, Philmont offers a rare chance to bond over shared experiences while discovering new skills and perspectives. For Scouts, it’s a life-changing opportunity to build resilience, leadership, and a deep appreciation for the outdoors.

This isn’t just another Scouting event—it’s a place that changes you and strengthens your connection to Scouting. If you’re ready for an experience that will inspire and energize your Scouting journey, let’s talk about how you can get to Philmont. The first step could be as simple as exploring the options for conferences or treks.”

So what’s next?

Actively LISTEN for what this Scout or Scouter or Scouting family member is looking. Then match up a PTC conference, program, or Scout Ranch adventure with their specific interest or need. Give them a brochure or point them to a QR code, or another resource.