Persuasive communication in Business-to-Investor (B2I) Marketing: Enhancing Pitching Capabilities in the Digital Age

Partnered with <u>PitchCamp</u>

This three-year, industry-funded PhD project focuses on evaluating and enhancing Pitchcamp. Pitchcamp, delivered in person and online is a 'pitching' capability-building program designed for professionals seeking to improve their ability to articulate ideas effectively. This three-year study is a mixed method study including an evidence review, outcome evaluations and field experiments.

In the first six-months a systematic literature review has been completed. The evidence review has identified that most continuing professional development program evaluations focus on participant reactions, with limited attention to higher-level outcomes such as changes in knowledge, skills and behaviour.

The review also identifies a limited application of theory, with most studies mentioning theory without effectively integrating theory into CPD program design, delivery, implementation, or evaluation.

Online and in-person continuing professional development (CPD) show mixed effectiveness across evaluation levels.

Most CPD studies emphasise reactions, overlooking long-term impacts.

Weak theoretical integration undermines CPD intervention designs.

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