

PITCH WORKSHOP

**Share your MIPCOM experience :
get insightful feedback**

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WHAT DO YOU PITCH SELL?

You are here to **introduce** your **shows / services**

to the **maximum** of people, familiar or total strangers

No matter the phase (development / finance / sales)

It is about selling **connecting**:

- Your program, your catalogue, your service
- Your company
- You to your client

Creating the need to hear / read / watch more during your meeting.

Answering the co-producer's/ commissioner/distributor **fears** about whether **you and the project** are worth the investment. Does the idea have 'legs'?

And letting them know that you are part of **their solution.**





SELL IT NOW

There is an urge to tell this story **NOW**

A **NEED** for your contact to have this program, service.

You have to :

Find an appropriate, **organic style** for you and your show (confidence, best friend style, funny, etc).

Make it **personal**. Why did you create this show? Why now?

Find the **why** your interlocutor needs your content / service now.



THE PITCH

A close-up photograph of two hands. The hand on the right is firmly gripping a bright red baton. The hand on the left is open, with fingers slightly spread, as if ready to receive or having just released the baton. The background is a soft-focus, warm-toned sky, suggesting a sunset or sunrise.

Think

RELAY RACE

a co-producer, a channel Executive, Sales Manager will pitch it to colleagues, Head of Sales, etc.

VIRALITY of your show.

YOU are the best and the first **AMBASSADOR** of your show.

And this is just the beginning.



TYPES OF PITCHS

To open the door

New, unknown connection :

ELEVATOR PITCH

SOFT PITCH - 30 sec to 1 min

Informal, spontaneous meeting.

To discussion the potential of your concept/
show/ service. To tease.

Succinct.

Do not overflow the chat with infos.

Amount of information = one pager



1st veil is off



The foot is in the door

ONE-ON-ONE PITCH

STAGE PITCH - LUNCH PITCH - 5-7'
(w. or without interactivity)

A structured pitch, adapted to the potential
investor, partner, client.

Amount of information = pitchdeck
or presentation document



2^d veil is off



INGREDIENTS OF THE PITCH

OVERVIEW of YOUR SHOW

1- **Factual information :**

- Length
- Serialised, self-contained. Limited or returning series.
- Genre. (Scripted, unscripted, quiz, doc, scripted reality, etc.)
- The local home of the show (territories + commissioner).
- your target audience.

2- **The content**

- Concept, mechanism (quiz), the structure, the theme / topic,
- Short synopsis, including :
 - protagonists who experience an inciting incident
 - goal of the quest
 - conflicts with antagonist (s)
 - the highest stakes + the ticking bomb.
 - (potential) cast / host / talents on board
- Story engine
- References

INGREDIENTS OF THE PITCH

OVERVIEW of YOUR SERVICE

1- **Factual information :**

- The nature of your service
- Genre (Scripted, unscripted, quiz, doc, scripted reality, etc.)
- The local home of the service and / or its worldwide reach.
- your target audience

2- **What it is about?**

- The concept, its specificities. Unicity and how it differs from competitors.

a short demo is always a +++

INGREDIENTS OF THE PITCH

YOUR TV SHOW

3- The visual aspect

- Tone&Style (interviews, face-camera)
- Temporality (flash-backs, different timelines)

4- The stage of development

- Material available (paper format, pitch deck, scripts).
+ date of delivery

5- The provisional budget

- soft money in place
- LOI- LOC of commissioners and %

6- the partners involved

- who is on board ?

7- Your needs today

- what +who are you looking for? Moneywise and content wise.

INGREDIENTS OF THE PITCH

YOUR FEATURE FILM

3- **The visual aspect**

- Tone&Style (interviews, face-camera)
- Temporality (flash-backs, different timelines)

4- **the partners / team / talents involved**

5- **The stage of development**

- Material available + date of delivery
- production strategy

6- **The financing plan**

- Detail your budget + finance goal

7- **The marketing plan**

- Your strategy to reach your audience

8- **The distribution strategy**

9- **Your needs today**

- what +who are you looking for? Moneywise and content wise.

INGREDIENTS OF THE PITCH

**ADD the value of
YOUR COMPANY**

Your goal:

to persuade your contact they need your show (service) / to trust you on the production - quality of it.

Find the best **selling points** for it, such as :

- Who backs your company - your partners
- Experience of the team
- Track record of the company
- The diversity / solidity of your catalogue
- Ratings of some of the shows you sell / you produced.
- Your fresh / experienced take (new company / junior Execs)
- How your company fills a gap in the industry

Use them to support your speech at the **appropriate time**, depending on what your interlocutor already knows.

INGREDIENTS OF THE PITCH

YOU
are essential

Your goal:

- Let your contact know that your show / service is part of their need / solution. NOW.
- And want more (to receive material, a longer meeting, etc)

You **need** to be :

- Concise
- Have a vision
Find the appropriate style for you and your show (confidence, best friend style, funny, etc.
- Interactive, dynamic
- Pleasant
- Respectful
- Well informed about who you are meeting
Name references. Show you know their guidelines.

You **have**: ...the superpower



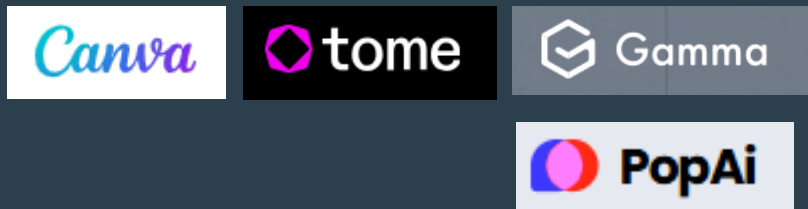
AI & PITCH



AI IMPACTS



Research. Organisation. Mapping.
Adaptation of existing books.
Co-creation and refining of synopses, season outline, characters description and arcs, tagline, logline, audience target.
Analysis of the project through target personas to adapt the content. Writing / editing scripts.
Select projects (for producers, festivals as well)



Visuals of your one pager and pitchdeck (casting, tone&style, locations and other images).
Analysis of the project through target personas to customise the tone+style of the content.
SWOT analysis.



Creation and/ or boost your marketing campaign.
Sharpen your marketing support for text, images and videos.
Boost your presence on SoMe by writing/editing articles, posts and surveying.
Helps you improve your oral pitch abilities.



ChatGPT

Prompts for Blogs and SEO



Abhishek
@HeyAbhishekk

Q Generate unique content

Prompt: "I need to write a blog post about the benefits of using organic skincare products. Can you provide me with some ideas and examples of how organic products are better for the environment and our health?"

Q Optimize titles and headlines x

Prompt: "I'm writing a blog post about the top 10 healthy meal delivery services in the US. Can you help me come up with a catchy and SEO-optimized title for the post?"

Q Generate meta descriptions x

Prompt: "I need to write a meta-description for my blog post about the benefits of meditation. Can you provide me with some ideas and tips for making the description both informative and SEO-friendly?"

Q Research and gather data x

Prompt: "I'm writing a blog post about the most popular social media platforms among teenagers. Can you help me find some statistics and data to support my claims?"

Q Get internal and external links x

Prompt: "I'm writing a blog post about the history of coffee. Can you suggest some relevant internal and external links I can include in the post?"

Q Generate alt tags for images x

Prompt: "I'm adding some images to my blog post about the best hiking trails in California. Can you help me come up with descriptive and SEO-optimized alt tags for the images?"

Q Write compelling descriptions x

Prompt: "I need to write a description for my new line of organic skincare products. Can you provide me with some ideas and tips for making the description both informative and persuasive?"

Q Create social media posts x

Prompt: "I'm planning to promote my new blog post about the benefits of meditation on social media. Can you help me come up with some ideas for catchy and informative social media posts?"

Q Optimize website content x

Prompt: "I'm revising the content on my website to improve my search engine rankings. Can you provide me with some tips and ideas for optimizing the content and including relevant keywords?"

CHATGPT CHEAT SHEET

CHATGPT PROMPTING CHEAT SHEET

- Tone:** Specify the desired tone (e.g., formal, casual, informative, persuasive).
- Format:** Define the format or structure (e.g., essay, bullet points, outline).
- Act as:** Indicate a role or perspective to adopt (e.g., expert, critic, enthusiast).
- Objective:** State the goal or purpose of the response (e.g., inform, persuade).
- Context:** Provide background information, data, or context for content generation.
- Scope:** Define the scope or range of the topic.
- Keywords:** List important keywords or phrases to be included.
- Limitations:** Specify constraints, such as word or character count.
- Examples:** Provide examples of desired style, structure, or content.
- Deadline:** Mention deadlines or time frames for time-sensitive responses.
- Audience:** Specify the target audience for tailored content.
- Language:** Indicate the language for the response, if different from the prompt.
- Citations:** Request the inclusion of citations or sources to support information.
- Points of view:** Ask AI to consider multiple perspectives or opinions.
- Counterarguments:** Request addressing potential counterarguments.
- Terminology:** Specify industry-specific or technical terms to use or avoid.
- Analogies:** Ask AI to use analogies or examples to clarify concepts.
- Quotes:** Request inclusion of relevant quotes or statements from experts.
- Statistics:** Encourage the use of statistics or data to support claims.
- Call to action:** Request a clear call to action or next steps.
- Questions:** Have the AI ask you questions for further clarification or direction.

PROMPT FRAMEWORKS

R-T-F
ACT AS A [ROLE]
CREATE A [TASK]
SHOW AS [FORMAT]

T-A-G
DEFINE THE [TASK]
STATE THE [ACTION]
CLARIFY THE [GOAL]

B-A-B
EXPLAIN PROBLEM [BEFORE]
STATE THE GOAL [TASK]
ASK FOR OUTPUT [FORMAT]

C-A-R-E
GIVE THE [CONTEXT]
DESCRIBE [ACTION]
CLARIFY [RESULTS]
GIVE THE [EXAMPLE]

A-P-E
STATE THE [ACTION]
CREATE A [PURPOSE]
DESCRIBE [EXPECTATION]

E-R-A
DESCRIBE [EXPECTATION]
ACT AS A [ROLE]
STATE THE [ACTION]

R-I-S-E
SPECIFY THE [ROLE]
DESCRIBE THE [INPUT]
ASK FOR OUTPUT [STEPS]
DESCRIBE [EXPECTATION]

R-A-C-E
SPECIFY THE [ROLE]
STATE THE [ACTION]
GIVE THE [CONTEXT]
DESCRIBE [EXPECTATION]

TOOLS



PLUGINS





LIMITS

The pitfall is that producers subscribe to some BtoB Services with the cost-effective/ time saving goal to replace the emotional, human, comprehensive analysis delivered by an in-house development Executive.

Human still have the lead on creativity. And use AI as one of the many tools.

The technical limit is the data exploitation.

Als are trained on distinct data which induce consequent bias and hallucinations.

And users can opt-out so that their findings do not become part of the training.

	Chat	Image	Video	Music
Fully licensed training data	KL3M	iStock, Adobe Firefly, Shutterstock, BRA		beatoven.ai, Soundful, boomy, SOUNDRAW, Stable Audio
Limited licensing of training data	ChatGPT, Claude, Copilot, Gemini	DALL-E, Stable Diffusion		
Unlicensed training data	character.ai, Grok, Meta AI	Midjourney, Ideogram, FLUX.1	runway, LUMA AI, Haiper, Pika	Suno, udio

@dantaylorwatt



LIMITS



AI has an environmental cost + little transparency on the energy use of AI applications.

1 single Google search = 0,5ml of water in energy,
5 to 50 ChatGPT prompts = 500 ml.

After pledging to slash its greenhouse gas emissions, Microsoft's climate pollution **has grown by 30%** as the company prioritizes AI

Source : [The Verge](#)

PRACTICAL TIPS

1

Concise

Short sentences. LIM.
5-7 min.

2

Have a vision

A sharp overview of
the content

3

Interactive

No monologue.
Dynamic.
You are here to inform,
tease about your show

4

Pleasant

Your personality
radiates, will create
emotions. And connect
with your interlocutor

5

Respectful

You know all about
your show but give
some space.
Give space.
No interruption

6

Updated

Be well informed about
the needs / programs
of your contact.



DO's

Practically :

Learn by heart your pitch to feel more relax. No room for improvisation. Rehearse rehearse rehearse!

Do spend 3-4 min on the story and 2-3 on your motivation / resonance / needs

Short sentences only.

Be cool! Take your time

Pitch in front of a mirror or film yourself with your phone to be aware of body / oral tics

Fix one person at the time, if many

DONT's

Practically:

NO STRESS!

Don't rush when you speak : articulate. Even on Day 4 of MIPCOM. Especially if English is not your language.

Pause in your speech :

+ for you to breathe

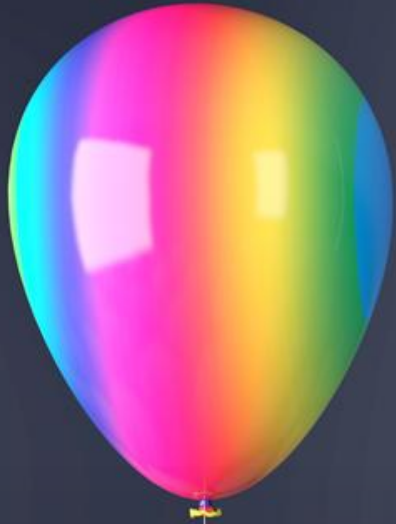
++ to allow your interlocutor to connect with your content and ask questions.

+++ Check your interlocutors ' pulse regularly : *'do you follow me?'*

Focus on your interlocutors :

+Eye contact : do not look behind them in the search for other opportunities.

++ Do not leave abruptly the meeting before wrapping it yourself or being signified that it is over.



**KEEP CALM
AND ENJOY**
mipcom[®]
CANNES

thedramaagency@gmail.com