

TIPS FROM OUR PITCH DOCTOR

SUMMARY

This session is supported through



Creative
Europe
MEDIA

INGREDIENTS OF THE PITCH

SERVICE

1- **Factual information :**

- The nature of your service / product overview
- Target
- The local home of the service and / or its worldwide reach.
- your target audience

2- **What it is about?**

- The concept: problem statement + mission&vision.
- Unicity + how it differs from competitors
- Business model
- A short demo is a +

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TV CONTENT

1- **Factual information :**

- Volume, Length
- Serialised, self-contained. Limited or returning series
- Genre
- The local home of the show
- Target audience

2- **Content**

- Concept, mechanism (quiz), structure, theme / topic,
- Short synopsis
- Narrative structure, if specific
- (potential) cast / host / talents on board
- Story engine if serialised
- References

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for TV CONTENT

3- The visual aspect

- Tone&Style
- Temporality

4- The stage of development

- Material / service available
- 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

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FEATURE FILM

- 3- **The visual aspect**
- 4- **the partners / team / talents involved**
- 5- **The stage of development**
- 6- **The financing plan**
- 7- **The marketing plan**
- 8- **The distribution strategy**
- 9- **Your needs today**

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**ADD the value of
YOUR COMPANY**

Select the best **selling points** among :

- Who backs your company - partners
- Experience of the team
- Track record of the company
- Your catalogue
- Significant ratings of some of your shows.
- How your company fills a gap/solves a problem in our industry

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

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YOU
are essential

Your goal:

Let them know that your show / service is part of their solution / audience need.

NOW.

And want more (material, meeting, etc)

Be :

- Concise
- Have a vision
- Interactive, dynamic
- Pleasant
- Respectful
- Well informed about who you are meeting



HOW TO START & END

START

- ☐ **Hook your interlocutors. Get their attention. Connect**
- ☐ **Check what their needs - if any doubt !**
- ☐ **Dig in the potential** of your title / service

KEY INFO

- ☐ **Evacuate the fact sheet.**

CREATIVE ELEMENTS

- ☐ **Short synopsis / presentation of the service**
- ☐ **Structure / mechanism**
- ☐ **Why this show?**
- ☐ **Tone & Style.** The visual experience. Vision + references.
- ☐ **USP** of your program- service (talents included)

ADEQUACY TO THE MARKET

- ☐ **Potential.** The resonance with your & other countries.
- ☐ **Why now?** Trend, needs, gap of the market
- ☐ **Budget**
- ☐ Your **company** track record linked to the show / service.

HOW TO FINISH? (suggestion)

- ☐ **Visual experience**
 - ☐ **Emotion** you want the other to feel and remember
 - ☐ Why the show is **unique** - why it needs to be told
 - ☐ The **potential**
 - ☐ The **capability** of your team
 - ☐ Your **needs**
- 

DO's

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

Be cool! Take your time

Don't rush : articulate.

Short sentences only

Pause in your speech :

+ to breathe

++ to allow your interlocutor to ask questions.

+++ to check your interlocutors ' pulse

Focus solely on your interlocutors

Fix one person at the time, if many

No room for improvisation. Rehearse !

Keep calm & Pitch

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