

TIPS FROM OUR PITCH DOCTOR

SUMMUP

The session is supported through



Creative
Europe
MEDIA

INGREDIENTS OF THE PITCH

for a SERVICE

1- **Factual information :**

- The nature of your service
- The targeted genre
- The local home of the service and/or its worldwide reach.
- Your target audience.

2- **What it is about?**

- The concept
- Local / worldwide reach
- Specificities
- How it differs from competition
- A short demo is a +

INGREDIENTS OF THE PITCH

for TV CONTENT
+ FILM

1- **Factual information :**

- Length
- Serialised, self-contained. Limited or returning series
- Genre
- The local home of the show, if any
- your target audience

2- **The content**

- Concept. Mechanism (if gameshow)
- Narrative structure
- Theme
- A short synopsis (based on the extended logline)
- Story engine
- Comparables

INGREDIENTS OF THE PITCH

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

- Who is on board ?

7- Your needs today

- What + Who are you looking for?

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for a **FEATURE FILM**

3- **Visual aspect**

4- **Partners / Team / Talents involved**

5- **Stage of development**

6- **Financing plan**

7- **Marketing plan**

8- **Distribution strategy**

9- **Your needs today**

INGREDIENTS OF THE PITCH

**ADD the value of
YOUR COMPANY**

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

- Who backs your company
- The experience of the team
- The track record of the company
- Your catalogue
- Ratings of some of the shows you sell /you produced.
- How your company fills a hole 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:

- to let your contact know that your show/service is part of their solution. NOW.
- Fits their audience.
- They want more (to receive material, a longer meeting, etc)

You **need** to be:

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

PRACTICAL TIPS

1

Concise

Short sentences.
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.

No rush.

No interruption.

6

Updated

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



THANK YOU

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