

PITCH LIKE A PRO ! - SUMMUP

The session is supported through



Creative
Europe
MEDIA

INGREDIENTS OF THE PITCH

YOUR SHOW

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 game)
- Structure
- Theme
- A short synopsis
- Story engine
- Comparables

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YOUR SERVICE

1- **Factual information :**

- The nature of your service
- 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.
- A short demo is a +

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YOUR SHOW

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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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

Your goal:

- to let your contact know that your show/service is part of their solution. NOW.
- Connect the resonance with their audience.
- 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