



## PITCHER PERFECT

### Yellowknife Content Development & Pitching Workshop

Instructor – Jan Miller

5 hour workshop

maximum 10-12 participants

10 x ½ hour 1-2-1 sessions

*Whether one is a Producer, Director or Writer – this workshop strengthen the project and the package, and perfects pitching and communication skills.*

*Pitcher Perfect is an interactive workshop which will:*

- identify the key components that contribute to a good pitch: the introduction, cutline, logline, synopsis, the heart, the package of pluses, the close
- adapt a pitch to a conversational one-on-one, a chance meeting, a pitch forum presentation
- identify how to research the audience before the meeting
- identify and strengthen personal communications skills to reinforce the individual's pitch in person
- strengthen story/content
- improve story telling skills: clarity, structure, economy, evoking visual images
- strengthen one's ability to hook the listener and effectively convey both the essence of the story and what credentials one is bringing to the table
- review and improve the essentials required for a pitch one sheet
- identify achievable goals for each kind of meeting
- develop the skills for follow-up
- increase one's chances of finding a good fit for each project by successfully targeting the pitch to the right person at the right place, at the right time.

*Pitcher Perfect begins with a 5 hour interactive workshop filled with practice, coaching and feedback, responding to the needs of each individual in a supportive and nurturing environment. Every participant needs to come with a project that they want to pitch. Participants will also receive an individual ½ hour coaching session to further develop their Pitch and to answer any industry related questions to help the individual 'career plan' and move forward. .*

Each Applicant is required to submit the following for consideration:

1. a project log line and synopsis Logline: short synopsis of the whole story maximum 50-60 words (2-3 sentences); Synopsis longer summary of whole story maximum 300 – 350 words (2-3 paragraphs)
2. project status (e.g. in development, treatment, first draft etc.)
3. what the applicant is looking for (e.g. a broadcaster, an executive producer, a distributor etc.)
4. resume and position of the individual applying (e.g. producer, director, writer)
5. partners/funders attached