



What is a pitch?

A pitch is a short presentation given to a person or group of people to persuade them to invest in or support an idea.

In the performing arts industry, the ability to pitch an idea effectively is a vital skill. It is often the key to securing the funding or commission needed to bring a project, such as a new theatre show or event, to life.

The person behind the pitch

It is often the person, not just the idea, who secures success. Your passion, confidence and personality are crucial. Investors need to believe in you as well as in your project.

Think of TV shows such as *Dragons' Den*, where the 'dragons' often invest in the person presenting the idea. Equally, a fantastic idea can be rejected because of a poor pitch or a lack of confidence from the presenter.

Key elements of a successful pitch

Follow these steps to prepare and deliver a professional and effective pitch.

1. Preparation is everything

- **Research:** Know your subject inside and out. Detailed research will help you answer any questions with confidence.
- **Structure:** Plan a simple, clear structure. This ensures your audience can easily follow your ideas and understand your message.

2. Engage your audience

- **Visuals over text:** Use fewer words and more visuals. Show images of production designs, posters or short video clips of rehearsals to create excitement.
- **Live demonstration:** Give your audience a taste of what is to come. Showing a short, powerful extract from your show can help them understand your vision.
- **Interaction:** Pause at specific points during your presentation and ask if anyone has questions. This keeps the audience involved.

3. Perfect your delivery

- **Be authentic:** Let your personality and passion for the project shine through. Be confident and be yourself.
- **Body language:** Stand with a strong, open posture and use positive hand gestures. Good body language communicates confidence.
- **Vocal skills:** Speak clearly and at a good pace. Vary the tone of your voice to maintain interest and use language appropriate for your audience.

4. Practise and time

- **Rehearse:** Practise your pitch in front of other people. You will improve each time and gain valuable feedback.
- **Timing:** Once you feel confident, time your presentation. Make sure you do not finish too early or run over your allocated time.