

My Art – My Work – My Words – My Story

How to Prepare the Perfect Pitch

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TINFO

My Art – My Work – My Words – My Story

How do you promote – that is, how do you pitch – your work or your own company for potential foreign partners, such as festivals, production platforms, residencies, theatres... or possible soulmates?

See slides 3-9

How do you use your voice, your body, your personality and your promotion materials when you're pitching? Being personal is being unique.

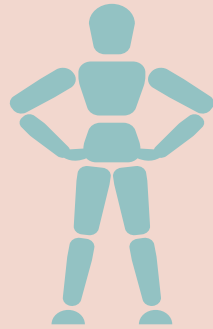
Go to the exercise on slide 10

Remember, pitching is communication – it creates dialogue and promotes networking.

When you pitch, you're talking to your colleagues – you don't have to invent a new 'language' to pitch your work.



Communication is multifaceted



55%

Body language



38%

Vocal tonality
(pitch, pace, volume)



7%

Spoken
words



Source: Albert Mehrabian, University of California



Consider these three key questions



Who are
your
listeners?



Who else but you
can better talk
about your own
work?



When was the last
time you went on
stage without
rehearsing, and
why would you do
so now?



Pitching: Part I

1. You're the expert of your work, **tell others about it.**
2. When you present your own work, **use your own words.**
3. In telling others about your work as a writer, performer, director or of any other profession – **use your professional skills and expertise to do so.**

Do not
underestimate
yourself.



Consider these three statements

- A good presentation is based on **a good concept**.
- A well-developed dramaturgy is helped by **a working script**.
- It's beneficial to have **a framework for your presentation**, before rehearsing it.



Pitching: Part II

4. Focus on your goal. Who is your audience, and what do you want from them?

- a) We want to **perform abroad**
- b) We want to **go touring**
- c) We want to **work abroad as individual artists**
- d) We want to **co-create, or co-produce abroad** with you

Share specific information for a specific audience and for your purpose.

5. Write a manuscript for your pitch. Pay attention to its dramaturgy.



Exercise: Work on your pitch

- **Write your pitch** using parenthesis (i.e. stage directions).
- **Select the THREE main things you want to convey**, and be prepared to share these with your audience – whatever happens...
- **Write down ONE sentence** that will save you in the event of a blackout.
- **Practice** your pitch with a partner.
- **Measure the duration** of your speech.
- **Practice** your pitch again.
- **Great – you're now ready to pitch.**

Remember REPEAT

Rehearse

Evaluate

Practise

Edit more

Ask for assistance

Train once again

... and then repeat again until you feel confident. Good luck!



Theatre Info Finland TINFO

At your disposal

Contact Hyde Hytti

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