



THE OPTIMAL PITCH

**MasterClass - How to
Deliver the Optimal Pitch!**

What to Expect



Join **Kevin Wright** (former SVP Programming, THE MOVIE NETWORK, HBO CANADA, FAMILY CHANNEL) as he presents How to Deliver the Optimal Pitch. This one-of-a-kind session reveals practical tips and insights on pitching from the Decision Maker's POV.

Wright will demonstrate how to make your pitch strong, polished and concise. What exactly goes into an effective pitch? How do you write a memorable logline? What are the questions that could derail your pitch? What are the components of a killer elevator pitch? Wright will also address performance anxiety and discuss tactics to overcome nervousness and help make your delivery natural and relaxed.

Whether you're new to pitching or an old pro, How to Deliver the Optimal Pitch will show you the best way to create and deliver an engaging and compelling pitch.

What You'll Leave With

Upon completion of this Masterclass, participants will:

- Be able to identify and develop the key elements of a successful pitch;
- Understand the Decision Maker's process and the questions that will test their pitch;
- Know how to create a compelling logline;
- Be able to navigate the road map of a formal pitch.

More details below.



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MasterClass Instructor



Kevin Wright is a dynamic speaker with thirty years' experience in screen-based media. He has commissioned over sixty television series and heard thousands of pitches. Presenter, workshop leader, pitch coach: Kevin helps people convey their ideas in a concise and persuasive manner by providing tips and secrets from the Decision Maker's Perspective.

Kevin worked previously as SVP, Programming for Astral Television Networks where he was responsible for the acquisition and commissioning of content for HBO Canada, The Movie Network, TMN Encore, Family Channel, Disney Junior Canada and Disney XD Canada. Kevin joined Astral in 1995 as VP, Programming for Family Channel. He simultaneously served as VP, Programming for Teletoon where he participated in the licensing and launch of the network. Prior to Astral, Kevin held positions at YTV Canada, Paragon International and Telefilm Canada.

Kevin graduated from McGill University with a B.A. in Psychology and holds a B.A.A. in Motion Picture Production from Ryerson.

Attend The MasterClass

The Optimal Pitch MasterClass will be **Open to anyone who is interested** and is **Mandatory for all Film4Ward applicants.**

FilmPEI recommends that you take the time to join Kevin regardless of any Pitching Experience you may or may not have. You can gain skills that will not only help you in the industry but in your everyday life.

Where To Be

The Optimal Pitch MasterClass is expected to run for about an **hour and a half (1h30m)** and take place on

Tuesday, March 7th, 2023

This will be a **Zoom** session starting at **6:00pm AST**

**Please RSVP By Emailing
Us At
info@filmpei.com**



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