IFFR PRO PITCHING SESSIONS

You will be asked to pitch in front of the audience. The audience will be composed of your peers as well as experts who are there to specifically give you feedback on your pitch.

We'll do our best to create a cosy, productive atmosphere, so you can feel comfortable about participating.

To prepare, consider the following points as a general orientation, not a checklist, as you are free to structure your pitch individually. **Your pitch should last maximum 5 minutes**. Please keep this time limit in mind and fit everything you want to say about your project in this timeframe while planning. It might not seem like a lot, but if you prepare a bit and choose your words, you'll notice the time is enough.

Your pitch can include the following information (not necessarily in this order):

>> **A brief introduction of yourself**, mentioning your name, where you come from and a (very) short overview of your professional background.

>> **General data of your project/film**: title, genre, estimated length (in minutes) and setting (place and time), as well as your role.

>> **The plot**: A <u>short</u> outline of the story (max 2 minutes). It is clearly not possible to describe every detail of it in such a short time, so simply provide a sense of your command of the central idea. Work with concrete, specific language to focus on the <u>key</u> elements of the plot, using precise words to create vivid visualizations; try to avoid generalizations and abstract topics. Try not to mention too many character names, but do share the name of your most relevant character(s) and tell us who this person is. Remember to TELL your story, don't EXPLAIN it.

>> **Personal motivation/connection:** Why did you decide to write this script/get involved in this project? Be concise about your reasons, showing your enthusiasm and emotions around this project (or film). The mood of your pitch should fit the mood and genre of your project.

>> **What makes your project / film special?** What are its strengths, what makes it stand out? Why should people be interested in supporting you or watching this film?

>> **Target audience:** Who are you writing for? Who will be interested in watching the film you are writing? You can include a brief socio-demographical (age group, gender, ...) or, even better, a psychological description (personal preferences, habits, hobbies, ...) of your target audience. Be as specific and realistic as possible, giving this point thorough thought.

>> **Status of the project**: Which script draft are you currently at? Is there a producer attached? Any grants/financing/support? Do you have a timeline envisioned? What/who are you looking for?

... and remember to keep it simple and relax!

If you have any questions at all, please let us know.

IFFR PRO HUB team