

JUNCTION X EXETER

DAY 2

ROBOROUGH STUDIOS
3 - 5 APRIL 2023

JUNCTION X EXETER

What makes a good pitch?

“the audience will not remember the vast majority of what you say. But they will remember what they thought about what you said. And what they felt about what you said. So help them. Leave moments in your narrative for the audience’s reflection.”

“Make a choice about what’s important and let everything else go.”

-Peter Coughter

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THE ART OF THE PITCH

PERSUASION AND PRESENTATION
SKILLS THAT WIN BUSINESS



PETER COUGHTER

AN
AdvertisingAge
BOOK



USE FREE TOOLS TO DESIGN AND SELL YOUR BRAND



Your pitch should:

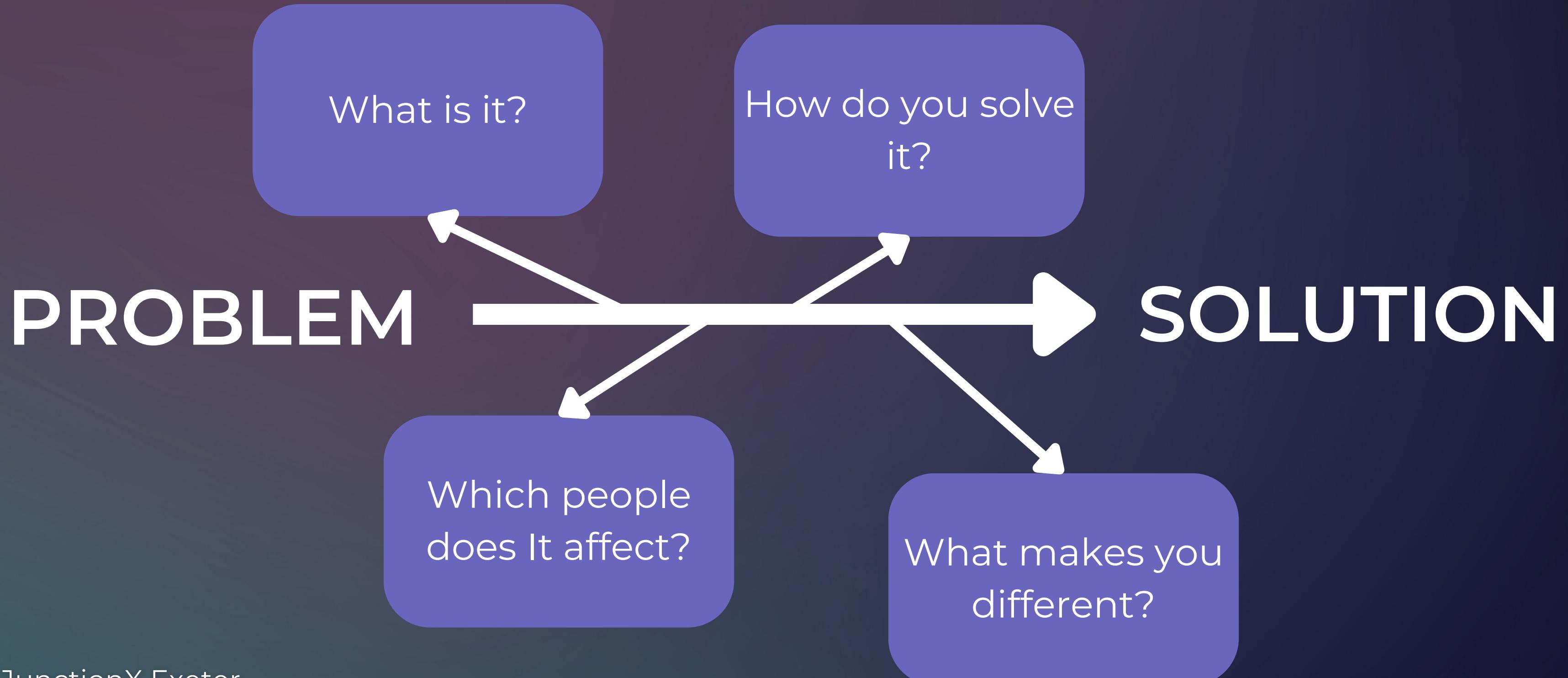
- Grab the attention of your audience from the beginning
- Take them on a logical journey from problem to solution
- End with a 'bang' or leave the audience with a call to action



GRABBING THE ATTENTION OF THE AUDIENCE



TAKING THE AUDIENCE ON A JOURNEY



BE BOLD BUT HONEST

What assumptions have you made?

Where can your solution go in the future?

What do you need?

CONFIDENCE IS KEY!

..BECAUSE IT'S A HACKATHON

DON'T FORGET ABOUT
THE TECH

CREATING A LASTING ENDING

A lasting impression can help the audience remember the most important points of the pitch.

The ending sticks in the audience's mind the most. A strong and memorable ending can help differentiate your pitch and reinforce the main message.

This will enhance the audience's willingness to engage with the product and take action.

CREATING A LASTING ENDING

Things to include:

- A call to action
- A memorable statement or quote
- A summary of key points
- A sense of urgency
- A clear and concise closing statement

To make a lasting impression with your pitch ending, tailor it to your audience's needs and interests, practice it for confidence, and engage them through storytelling or visuals. Ending on a positive note can leave them feeling motivated and excited

DON'T FORGET:

“Just spend a bit of time bringing the same level of creativity to selling the work as you brought to creating the work.”

-Peter Coughter

A GOOD PITCH IS JUST AS
IMPORTANT AS A GOOD PRODUCT!

Don't leave it until the last minute...

**ANY FINAL
QUESTIONS?**