

PITCH FEEDBACK Qs:

THE IDEA

- Is the idea clear and strong?
- Are there any areas you are confused by?
- Does it have a strong beginning, middle and end?
- Does it have engaging characters, objectives and obstacles?
- Does it have a strong theme, and a view on the world?
- What would you like to know more of?
- What didn't make sense?

- Does it feel overfamiliar or fresh?
- Does it fit the short film form?
- Who would this idea appeal to?
- How "doable" is it – does it fit the production brief?

THE TECHNIQUE

- Was it engaging and clear to listen to? Did it hook you in?
- Was it in the right tone or flavour?
- How did they communicate: enthusiastic, relaxed, connected, confident? Voice, body language?
- Did they know their story? Was it short, sweet and punchy?

THE PROCESS

- What sticks most in your mind, what is memorable?
- Did you want to know more? Did you ask any questions?
- What made you want to listen to them (what kept your attention), or what made you drift off?
- Have you observed a number of different pitching "styles"?
- What has this taught you about your own pitching skills?