

Below are some notes as a rough guide for preparation in advance of the project pitches for the Black Theatre Live small-scale tour toward spring-summer 2016.

- If there are more than 1 of you making the pitch, ensure both understands their role and information they need to present in making the pitch and when answering any follow-on questions from the panel.
- Roles and areas to consider in making the pitch
  - 1) Presentation of the show and your creative ideas for the production
  - 2) Planning & project management
  - 3) Marketing & audience development
  - 4) Budget/finance
- Rehearse it, though feel free to have notes or cue cards to hand to prompt you, just in case
- You do not need to perform/audition, though a short extract from the script is always useful to illustrate any key themes or characters
- It will be worth researching each of the Black Theatre Live venues to have a handle on their artistic programmes, scale of venue and their likely audiences, [Black Theatre Live - venues](#)
- Be creative in the presentation of the pitch, think visually, you're making theatre
- Please avoid hand-outs, no power-points please - we want you to sell the show through the presentation
- Space is likely to be very limited, expect the set-up to be with the Artistic Directors around a table. You'll be able to sit or stand but that will probably be as much space as we have available
- Ensure the information your present is clear and concise
- The pitch should run 5-10 minutes and no more. After the pitch we will follow up with a Q&A session on the show and your budget

Think about the following areas to help shape the pitch:

**What** - The project title and your artistic vision for the show

**Why** - what makes it stand-out/unique/important

**How** - the creative process, size/scale of the project, marketing & PR, indicative budget

**Who** - creatives and collaborators; and target audiences

**When** - tour time-frame and benchmarks

**Where** - rehearsals and the Black Theatre Live theatres

Lastly what areas might you need the Consortium to help you with in making and touring the show?

The very best of luck!