

10 Tips for the Perfect Pitch. 16th September 2021 : 10.00-11.15

A great idea is nothing if nobody believes in it. How to identify what's dazzling about your idea then craft that into a simple but irresistible pitch.

Ten Tips for the Perfect Pitch offers practical advice that will help you work out what you need to tell others about your idea to really make it memorable. How can you present your proposal so it resonates with your audience and gives you the best possible chance of bringing to life?

This session is presented by Alex Dalton, a partner at creative agency Leading Ideas. She works with a number of clients including the BBC, Channel 4. HM Government, Coca Cola and the British Council. As a pitch consultant she's helped secure over £1 million of business for clients.

Costs: Costs: £40 LIEM members, £60 non LIEM members.

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