

# SKILLS CHANNEL TV

## TALENT DEVELOPMENT FOR BROADCASTERS



Skills Channel TV provides tailored training specific to broadcasters and screen based company's needs. We have a great team of associates who have worked in the industry and have a track record of providing high impact learning. Skills Channel TV gives you experience and quality to get the best out of your talent.

***“Creative things have to sell to get acknowledged as such. Steve Jobs didn't really set the direction of my Apple I and Apple II designs but he did the more important part of turning them into a product that would change the world.  
Steve Wozniak***

<b>Workshop Title:</b>	<b>Principles of Great Pitching</b>
<b>Aimed at:</b>	People in the media industry who need to pitch ideas to commissioning editors, designers, buyers, in order to move to the next level of promoting their ideas.
<b>Aim:</b>	The aim of the workshop is to develop skills in preparing for and delivering an effective pitch to a range of people.
<b>Duration:</b>	9.30 to 5.00
<b>Content:</b>	The content for the session: <ul style="list-style-type: none"><li>• Defining pitch</li><li>• Ideas and enthusiasm</li><li>• Developing your personal pitch</li><li>• Getting in the door</li><li>• Preparing for a pitch</li><li>• The dreaded pitch</li><li>• Learning from No</li><li>• Pitching skills</li></ul>
<b>No of Participants:</b>	Maximum 12 people
<b>Skills Channel TV:</b>	Skills Channel TV is part of the hugely successful mcphedran co uk, the training company for the creative industries. The aim of Skills Channel TV is to focus on developing people in the broadcast industry. The company was founded by Alec McPhedran who is a leading coach and facilitator of leadership and personal development in the creative industries. Alec was previously responsible for learning and talent development at Channel 4, FTKnowledge, The Pearson Group and Henley Management College. Alec is a member of BAFTA and the RTS and is the founder of Skills Channel TV. Skills Channel TV work with a number of industry experienced associates who are typically selected dependant on client and participant needs.
<b>Benefits:</b>	As a result of the day, attendees will be able to positively prepare and deliver confident pitches to a range of stakeholders with a view of getting them to the next stage.

For more information visit [www.skillschannel.tv](http://www.skillschannel.tv) or call 01536 522792