



Pitch Presentation Guide

This guide offers tips for delivering a dynamic pitch that is engaging, clear, and to-the-point. Show your client that your team has put together the very best campaign for the issue they care about.

DELIVERY	OPENING HOOK	The first 10 seconds are crucial for capturing your client’s attention. Your opening lines should grab your client’s interest and show them you know what you’re talking about.
	INTRODUCTIONS	Put a name to the face! Introduce everyone on your team to build a personal connection with your client.
	CLARITY OF SPEECH	There’s no pitch if you can’t be heard. Project your voice, speak clearly, and avoid filler words like ... um ... so and stuff.
	BODY LANGUAGE	Body language talks. Gestures can emphasize a point or distract if you’re not careful. Good eye contact and posture show confidence.
	PROFESSIONALISM	You want your client to like you, but also trust you with their campaign and money. Body language and clarity are crucial, but so is what you actually say. Choose your words wisely!

AUDIENCE AWARENESS	AUDIENCE	For 3 minutes, your client is the center of the world. Pitch directly to them and convince them your campaign is the best option for the job.
	ISSUE AND POSITION	Clearly state the issue and position your client cares about. Show them you understand and can deliver what they want.
	CLIENT GOALS	Identify your client’s goals and demonstrate your confidence in being able to meet or exceed them.

CAMPAIGN DESIGN PROPOSAL	IMPLEMENTATION	Break it down. Give a play-by-play of the different parts of the campaign, including target audiences, media markets, types of media, and messaging strategy. Be brief, but complete.
	RATIONALE	If you propose it, back it up. Make sure all your choices are supported by evidence and reasoning.
	CONNECTIONS	Walk your client through how the different parts of your campaign will help to meet or exceed their goals.
	FRAMING	Keep your client’s issue and position front and center. Your campaign revolves around them and so should your pitch.

TEAMWORK	TALK TIME	Split up the pitch so everyone participates. Time doesn’t need to be even, but everyone should be responsible for something.
	TRANSITIONS	No dead time. Coordinate turns and smooth transitions between speakers for a seamless presentation.
	COLLABORATION	If a team member falters, help them out! Remember, you’re in this together – your whole team will either win the client contract or not.