

# JUNCTION EXETER

## DAY 2

ROBOROUGH STUDIOS  
3 - 5 APRIL 2023



# JUNCTION EXETER

What makes a good pitch?

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“the audience will not remember the vast majority of what you say. But they will remember what they thought about what you said. And what they felt about what you said. So help them. Leave moments in your narrative for the audience’s reflection.”

“Make a choice about what’s important and let everything else go.”

-Peter Coughter

JunctionX Exeter  
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# THE ART OF THE PITCH

PERSUASION AND PRESENTATION  
SKILLS THAT WIN BUSINESS



PETER COUGHTER

AN AdvertisingAge  
BOOK



# USE FREE TOOLS TO DESIGN AND SELL YOUR BRAND





# Your pitch should:

- Grab the attention of your audience from the beginning
- Take them on a logical journey from problem to solution
- End with a 'bang' or leave the audience with a call to action



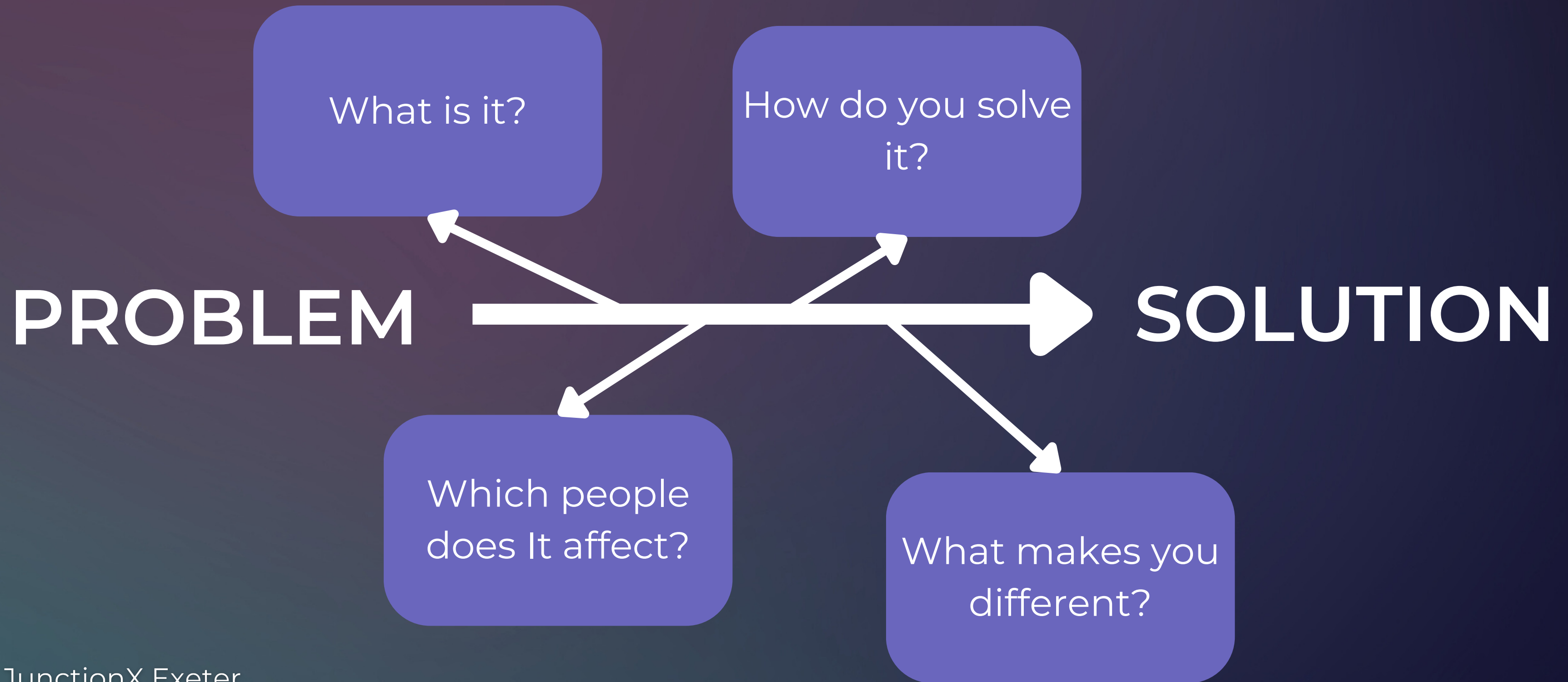


# GRABBING THE ATTENTION OF THE AUDIENCE



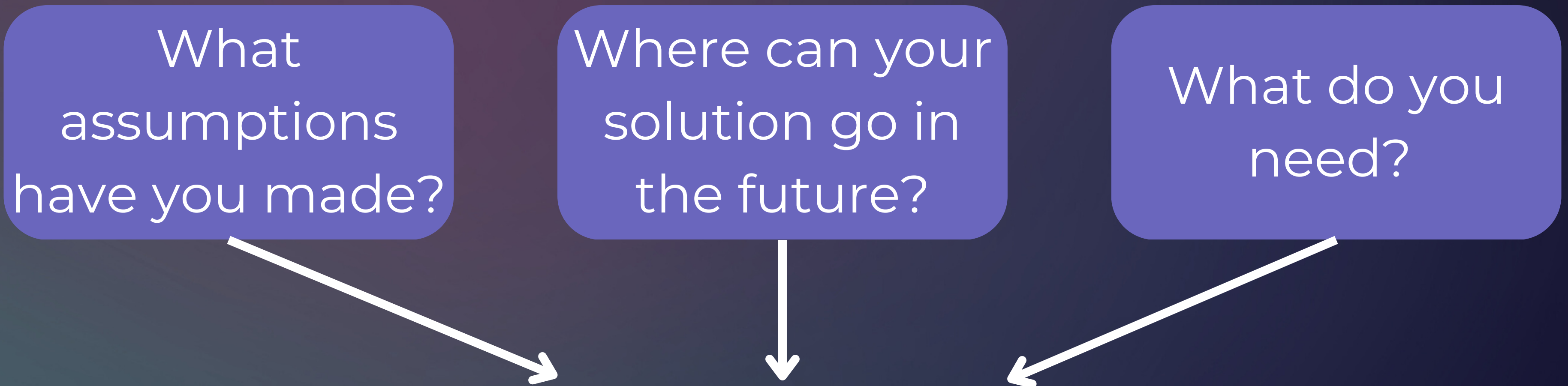


# TAKING THE AUDIENCE ON A JOURNEY





# BE BOLD BUT HONEST



**CONFIDENCE IS KEY!**



...BECAUSE IT'S A HACKATHON

DON'T FORGET ABOUT  
THE TECH



# CREATING A LASTING ENDING

A lasting impression can help the audience remember the most important points of the pitch.

The ending sticks in the audience's mind the most. A strong and memorable ending can help differentiate your pitch and reinforce the main message.

This will enhance the audience's willingness to engage with the product and take action.

# CREATING A LASTING ENDING

## Things to include:

- A call to action
- A memorable statement or quote
- A summary of key points
- A sense of urgency
- A clear and concise closing statement

To make a lasting impression with your pitch ending, tailor it to your audience's needs and interests, practice it for confidence, and engage them through storytelling or visuals. Ending on a positive note can leave them feeling motivated and excited



# DON'T FORGET:

“Just spend a bit of time bringing the same level of creativity to selling the work as you brought to creating the work.”

-Peter Coughter

A GOOD PITCH IS JUST AS  
IMPORTANT AS A GOOD PRODUCT!

*Don't leave it until the last minute...*

**ANY FINAL  
QUESTIONS?**