

A large crowd of people is gathered at a conference. In the background, the letters 'AFM' are projected onto a large screen in a stylized, outlined font. The scene is dimly lit, with the screen providing the primary light source. A 'GT' logo is visible in the upper right corner of the background image.

AFM

AMERICAN FILM MARKET[®] PITCH CONFERENCE

GUIDE TO CREATING AN EFFECTIVE VIDEO PITCH

PILAR ALESSANDRA & STEPHANIE PALMER

About The Authors

PILAR ALESSANDRA is director of the writing program On the Page®, host of the popular [On the Page Podcast](#) and author of “[The Coffee Break Screenwriter](#).” Pilar started her career as Senior Story Analyst at DreamWorks SKG and, in 2001, opened the On the Page Writers’ Studio in Los Angeles where she’s trained thousands of writers in the art of writing and pitching. Pilar has also trained writers at ABC/Disney, DreamWorks Animation CBS and at festivals and productions companies around the world. Information about her classes, consultations, books, and podcast can be found on her website: www.onthepage.tv

Pilar Alessandra is the coordinator of video pitch submissions for AFM 2018.

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STEPHANIE PALMER was a studio executive with MGM Pictures and has moderated the Pitch Conference at AFM for the last five years. As an executive, she heard over 3,000 pitches; and as an online teacher, she has helped writers and filmmakers to find representation, sell their material, and secure financing for their projects.

She is author of the book: [Good in a Room: How to Sell Yourself \(and Your Ideas\) and Win Over Any Audience](#). She has been featured on *The Today Show*, *The Early Show*, *National Public Radio*, as well as in *The Los Angeles Times*, *Inc.*, *Atlantic*, *Variety*, *Script*, and *Speaker* magazines.

As an MGM studio executive, Stephanie supervised the acquisition, development and production of feature films. Some of her projects included *21*, *Legally Blonde*, *Be Cool*, *The Brothers Grimm*, *Agent Cody Banks*, *Agent Cody Banks 2*, *A Guy Thing*, and *Good Boy*. Prior to MGM, she worked for Jerry Bruckheimer Films on *Armageddon*, *Con Air*, and *Enemy of the State*. Palmer consults with creative professionals, teaches online pitching classes and shares pitching advice on her [blog](#).

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Overview

Every year, thousands of people come to the American Film Market (AFM) because it is the largest film market in the world. Last year over \$800M changed hands as projects were financed and purchased.

The Pitch Conference is designed to give attendees the chance to watch pitches in action and learn how to pitch. In the past, a number of projects have gotten traction and eventually sold based on panelists and audience members hearing the pitches for the first time at AFM.

The Pitch Conference is structured in the following way: each person comes up on stage and has two minutes TOTAL to pitch their idea to a panel of distinguished producers. The panelists then have three minutes to ask questions and critique the pitch.

If you are selected to pitch at the AFM Pitch Conference, you will be heard by an audience of 600+ people, including many industry professionals, and you may have the opportunity to get additional meetings with people interested in buying your material or financing your project.

To be considered to pitch on stage at the AFM Pitch Conference on November 3, 2018, you'll need to submit a 2-minute video pitch by **October 26, 2018**.

In this document, we'll help you to:

- Develop the script for your video pitch
- Rehearse and record your video pitch
- Submit your pitch to AFM for consideration

Submission Schedule

- **October 26, 2018:** Video Pitch submission deadline
- **November 1, 2018:** Notification of Selection to Pitch on Stage via Email
- **November 3, 2018:** AFM Pitch Conference: 9:15 AM-12:45 PM

Develop the Script for Your Video Pitch

Your 2-minute video must answer the following three questions:

- What's your name?
- What's the genre and tone of your project?
- What's your project about?

Video Pitch Structures

It's up to you to decide the best way for you to pitch your project. That said, here are a few video pitch structures you can contemplate to help you answer the three questions:

- **PILAR ALESSANDRA PITCH:** "Hi, my name is [NAME]. I was inspired to write this script when _____. My project is a [GENRE] in the vein of [TONALLY SIMILAR PROJECT]. It's called [TITLE] and it's about [LOG LINE]. The project continues to follow [MAIN CHARACTER AND SUPPORTING CHARACTER] as they [SECOND ACT ACTIVITY]. Problems occur when [MIDPOINT COMPLICATION OR SECOND ACT LOW POINT]. Now they must [THIRD ACT STRATEGY] or face [CONSEQUENCES]."
- **THE PIXAR PITCH:** "Hi, my name is [NAME]. I'm a [OCCUPATION] and I live in [LOCATION]. My project is a [GENRE] called [TITLE]. Once upon a time_____. Every day_____. One day_____. Because of that_____. Because of that_____. Until finally_____."
- **THE BLAKE SNYDER PITCH:** "Hi, I'm [NAME] and I'm from [LOCATION]. On the verge of a [STASIS = DEATH] moment, a flawed hero [BREAKS INTO TWO] with the [B-STORY], but when the [MIDPOINT] happens, he/she must learn the [THEME] before [ALL IS LOST] to defeat the [OBSTACLE/ANTAGONIST]."

As you can see, these pitch structures make use of screenplay beats, and as you know, there are various guides to what these beats are. For more information about how Alessandra defines the beats of a screenplay, check out her book [The Coffee Break Screenwriter](#). If you want more information about how Blake Snyder defines the beats of a screenplay, check out his book [Save The Cat](#). Please know that this is just a guide ... not a script. Use your own words!

Tone and Energy Count!

If you're not excited, it will be hard for producers to be excited. Reflect the mood of your script, film or TV show as you speak. Pretend that you're enthusiastically telling someone about your favorite movie or TV project. In this case, it just happens to be yours.

Please note: The Complete Guide to Creating an Effective Video Pitch, including instructions for uploading and sending your submission to Pilar, will be emailed to AFM Participants with their AFM Badge confirmation later this summer.