

Course		
Creative Business Pitching: Event Concepts		
Lecturer	Duration	ECTS/Credit Points
Sudesh Dharmaratna sudesh_dharmaratna@nyp.edu.sg	International Week	3 CP
Course Character	Semester	Course Language
Elective Course	Fall	English
Prerequisites		
There are no prerequisites for this course.		
Description of the Course		
<p>Pitching skills are an essential in today's business environment. Many business concepts are spurned by investors not because the ideas are not good enough or workable but because the pitch was not effectively persuasive. Participants will learn what it takes to conceptualise and pitch event ideas successfully. The course activities are designed to help participants gain important and highly transferable business communication skills in pitching to close deals.</p>		
Course Components		
<p>Attendance and Participation: Attendance and participation are expected of all students for all classes. Class activities designed to help students gain confidence in business pitching and learn how to answer questions effectively.</p> <p>Pitch: Course participants will be divided into groups and required to give a business pitch on an event concept of their choice. The purpose of the pitch is to assess the students' ability to effectively convince and persuade a prospective client to engage them to run an event for the client.</p>		
Preparation For and Participation in Class		
<p>Students must be prepared to participate actively in classroom activities. These will involve short individual presentations to allow students to get used to effective pitching. Students are expected to work in groups to craft event concepts for the final pitch presentation. Students should preferably bring a lap-top or tablet for some in-class activities.</p>		
Course Outline		
<p>DAY 1 Monday: <u>8.30-13.00</u> Introduction & Ice breakers Event Industry Overview & Stakeholders Conceptualising an event Event Proposal Concept writing – Positioning, Structure, USPs</p>		

- Class Activity

DAY 2 Tuesday:

8.30-12.00

Pitching vs Presenting

- Class Activity

Organising and outlining the pitch

Pitching to Sponsors

- Class Activity

13.00-14.30

Creative Pitching – Generating Creative Ideas

- Class Activity

DAY 3 Wednesday:

8.30-12.00

Presenting in Groups – Why and How?

- Class Activity

Creative Pitching – Delivery

13.00-14.30

Creative Pitching - Question and Answer

- Class Activity – Answering Questions

DAY 4 Thursday:

8.30-12.00

Competitive Pitching Differentiators

The Pitch Deck

Pitch Deck Design

13.00-14.30

- Class Activity

Pitch Deck Preparation

DAY 5 Friday:

9.30-11.00

Group Presentations: Pitching Event Concepts

References

1. Allen J., O'Toole W., Harris R., McDonnell I. (2011) Festival & Special Event Management, Fifth Edition, Wiley.
2. Shone A., and Parry B. (2013), Successful Event Management, A Practical Handbook, 4th Edition, Cengage Learning.
3. Griffin, C. L. (2012). Invitation to Public Speaking (4th edition). United States: Wadsworth, Cengage Learning.

Important Note:

The above outline is tentative and can be modified. This outline is only designed to give students an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.