



Kevin Wright is a dynamic speaker with thirty years' experience in screen-based media. He has commissioned over sixty television series and heard hundreds of pitches. His workshop helps people convey their ideas in a concise and persuasive manner by providing tips and secrets from the *Decision Maker's Perspective*.

Whether it's a television, movie or digital project, the ability to communicate and connect is critical to securing support and moving a project forward. Kevin's workshop covers three main areas: Story Essentials, Preparing for Your Pitch and Pitching.

Using personal experience, practical examples and humour, Kevin explains best practices for an awesome pitch:

- How to Engage and Connect with the Decision Maker;
- What makes a Compelling Story;
- How to make every Pitch a "Win".

Kevin worked previously as SVP, Programming for Astral Television

Networks where he was responsible for the acquisition and commissioning of content for HBO Canada, The Movie Network, TMN Encore, Family Channel, Disney Junior Canada and Disney XD Canada.

Kevin joined Astral in 1995 as VP, Programming for Family Channel. He simultaneously served as VP, Programming for Teletoon where he participated in the licensing and launch of the network. Prior to Astral, Kevin held positions at YTV Canada, Paragon International and Telefilm Canada.

Kevin graduated from McGill University with a B.A. in Psychology and holds a B.A.A. in Motion Picture Production from Ryerson.

Kevin Wright
Principal

www.TheOptimalPitch.com
kevin@TheOptimalPitch.com
416.417.0928