



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

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**T**HE ability to *communicate* and *connect* is critical in securing support for an idea or project.

*What if there was a way to understand the Decision Maker's process to build the best pitch possible?*

***The Optimal Pitch*** is unique in providing insights from the Decision Maker's perspective. Kevin provides practical tips and techniques on how to build and deliver a concise and persuasive pitch.

Recent workshop partners:

- Screen Nova Scotia
- The Director's Guild of Canada
- Edmonton Screen Industries Office
- Women in Film & Television

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.

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**Kevin Wright**  
Principal

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