

# HOW TO PITCH BETTER

**Micky Denehy**

**Founding Principle of EACA International School**

CADBURY'S FRUIT AND NUT



Micky Denehy

Ad agencies,

law firms,

accountants,

consortia,

consultants,

cities,

ordinary businesses everyday,

interviewees

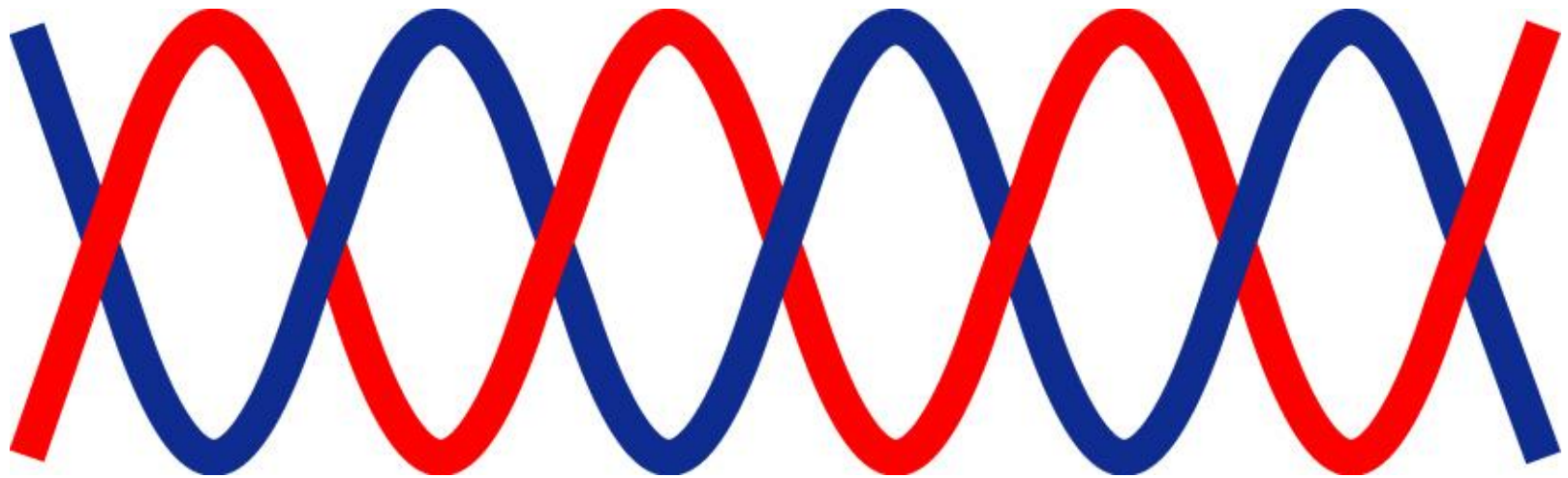
The difference between

**PITCH CONTENT**

and

**Pitch Strategy**

# Pitch Content - What you say



# Pitch Strategy - How you say it

**It helps if they fit together!**





**Pitch Content is  
what goes into the  
charts and on the  
boards**



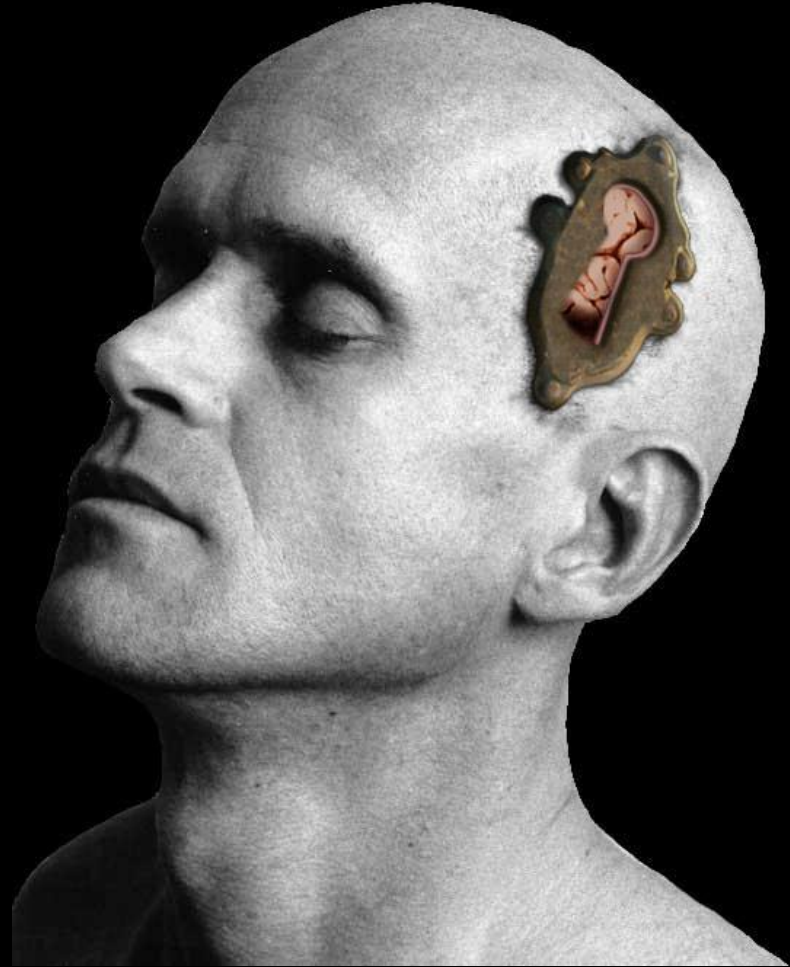


**Answering the brief  
Addressing the task  
Campaign proposal  
People and process**



# Pitch Content appeals to the rational

- Their objectives
- Their challenges
- Our solution
- Our delivery
- Our support





You can't win without great content



**But great content  
doesn't beat a  
great strategy**



# PITCH STRATEGY BOOSTS YOUR CHANCE OF SUCCESS

**Understanding the client**

**Building relationships**

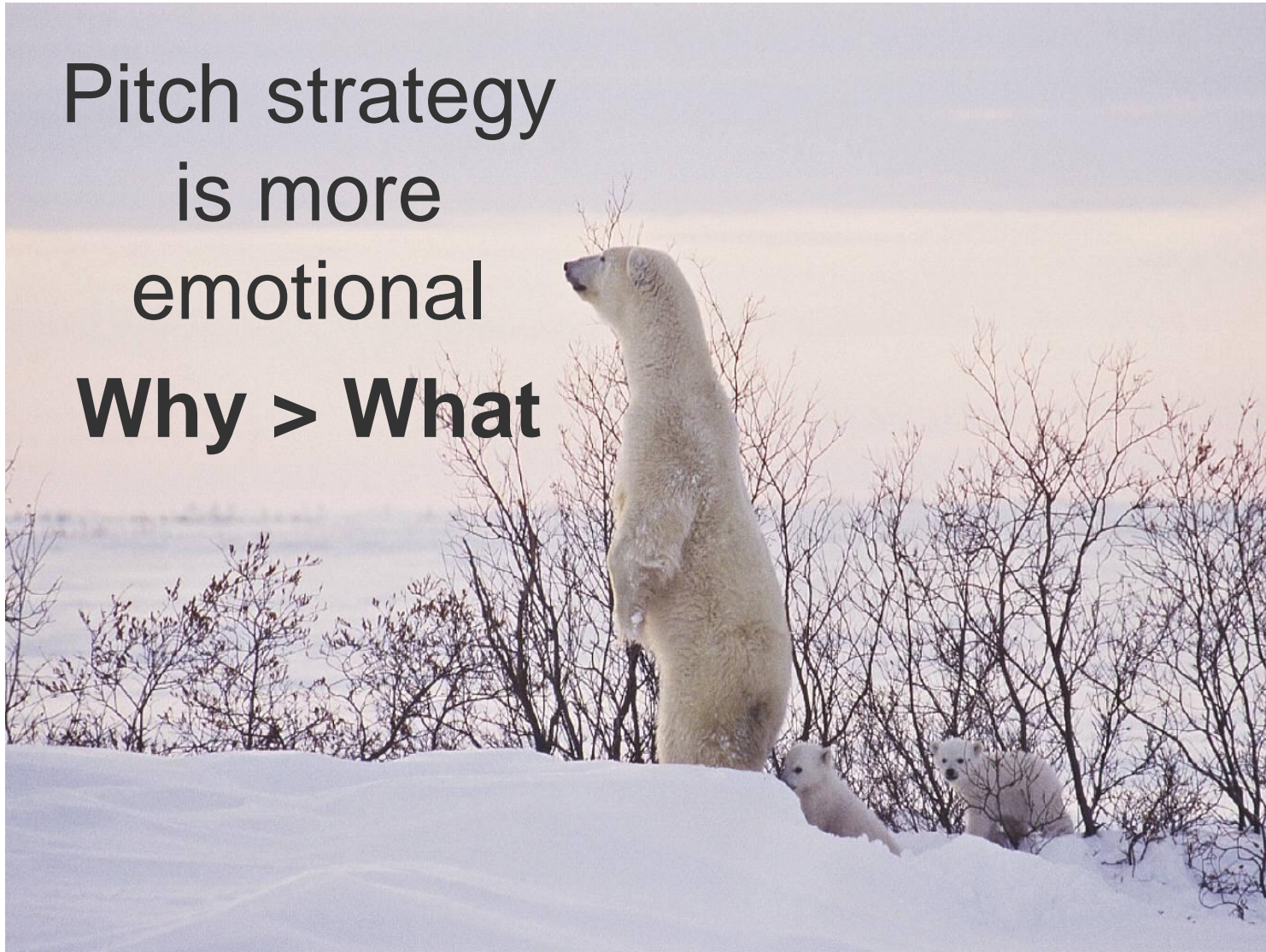
**Leveraging the brand**

**Single-minded idea  
(The value proposition)**

**Leadership**



Pitch strategy  
is more  
emotional  
**Why > What**



The essential difference between emotion and reason is that emotion leads to **action** while reason leads to **conclusions**



Donald B. Calne  
Professor of Neurology  
University of British Columbia

Pitch  
Strategy

# Pitch Content

Procurement    Marketing    Influencers    Directors



# Pitch Strategy

Pitch  
Content

Procurement

Marketing

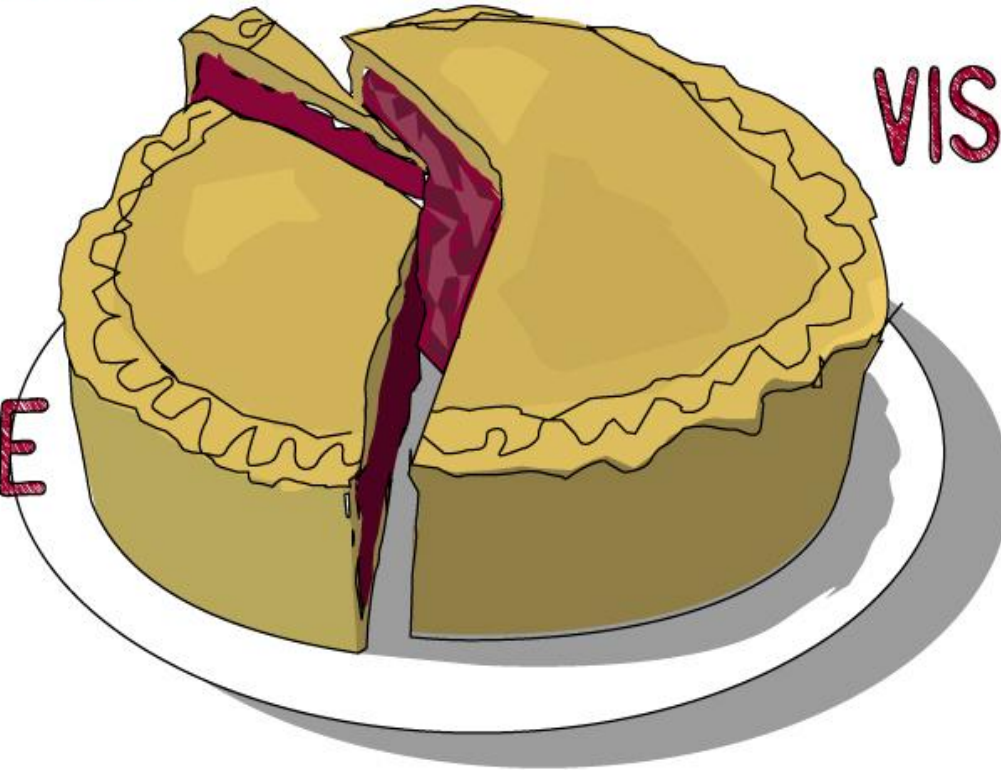
Influencers

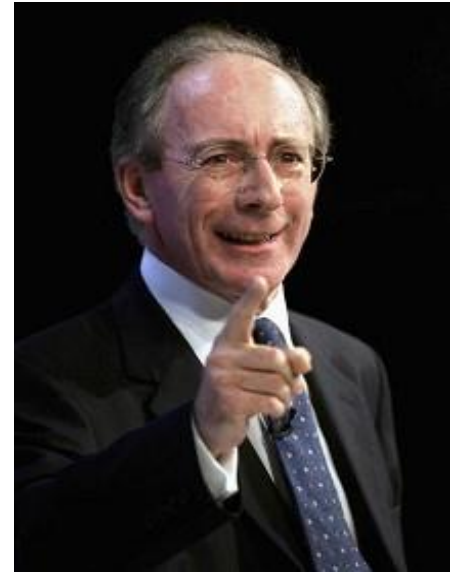
Directors

**CONTENT**

**VISUAL**

**TONE**







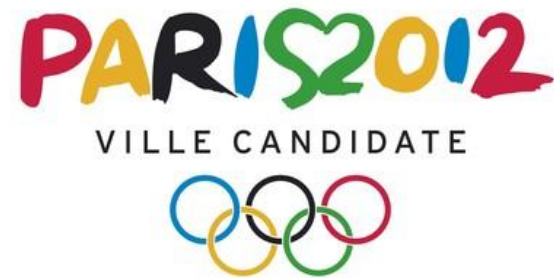




# LONDON 2012

CANDIDATE CITY  
*Winning!!*

# Good pitch content – cost of entry



“On June 6, 2005, the IOC evaluation commission issued its final technical report based on the bid books and site visits. Whilst the commission indicates that it does not rank the bids, it is clear that Paris and London have the most glowing reports”





# Leveraging the brand





Leveraging the brand  
*(Paris did it better)*





# Understanding the client



# Understanding the client



“The essential strategic difference in the London Bid was that, whereas the other cities showed how great **they** are, we in London decided to show how great the **Olympics** are”

Keith Mills  
CEO London Bid Team



# Building relationships



# Building relationships



Over the three days of the bid presentations in Singapore, Seb Coe and Tony Blair together personally met over 60 voting members of the IOC



# Leadership





# Leadership



“Sebastian Coe has been pivotal in helping London claim sport's biggest prize”



# Single-minded idea



# Single minded idea



The youth of today  
The athletes of tomorrow  
The Olympians of the future

[www.eacaeducation.eu](http://www.eacaeducation.eu)