

**Course: Creative Business Pitching: Event Concepts**

Semester	Duration	Course character	Workload	Credit Points	Examination form
	International Week	Elective	90 h (30 h contact study 60 h self-study)	3	Presentation

**Course coordinator**

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**Prerequisites**

None

**Description of the course**

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.

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.

**Competency aims**

**Course components**

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.

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.

**DAY 1 Monday:**

8.30-13.00

- Introduction & Ice breakers
- Event Industry Overview & Stakeholders
- Conceptualising an event
- Event Proposal Concept writing – Positioning, Structure, USPs
- Class Activity

**Day 2: Tuesday**

8.30-12.00

Creative Pitching vs Presenting

- Applying critical thinking to pitching
- Using AR to enhance your pitch

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:**

9.00-11.00

- 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.

Lecturer	Course language	Usability in ongoing studies / other studies
Sudesh Dharmaratna	English	