



## Presenting yourself or a project

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There are various ways of presenting yourself or your project in different situations, such as network meetings, seminars and congresses, festivals, on the internet, or to a client.

### Pitching

The term 'pitching' is used in all the arts. One definition of 'pitch' is 'sales presentation'. You sell yourself, your idea or your project to interested parties. The pitch is short, original and concise. Pitching takes place in the context of a competition, at a festival or on a (digital) platform. Usually it is a live presentation. Sometimes the term pitch is used for a written account of your idea.

There are all kinds of platforms where creative minds can present their ideas, such as TED and Het beste idee van Nederland, as well as crowd-funding sites such as Crowdfunder and Voordekunst.

Each organisation or platform where you can pitch determines the precise amount of time available for your pitch, but assume somewhere around 7 minutes. Make sure to keep your target group in mind. You hold a different pitch to potential customers or clients than to a fund that provides grants.

### Elevator pitch

The elevator pitch is much shorter: the duration of a ride in a lift, between 30 seconds and 2 minutes. The elevator pitch primarily targets the network environment, such as a party, seminar, or interval in a performance, but also a job interview. It is a short presentation in which you enthusiastically explain who you are and what you do.

The elevator pitch starts by making a good entry to attract the attention of your conversation partner. You then proceed to explain who you are, what you stand for, and what you are good at. It is a good idea to end with a request. That makes an impression on the interested party and ensures that you are registered better in the mind of your conversation partner.

In the case of a job interview, make sure that your elevator pitch offers an honest picture of yourself that matches the information contained in your track record and letter of application.

### Pecha Kucha

Pecha Kucha is a concept for giving short, powerful and creative presentations. The name derives from a Japanese word for 'chit chat'. It consists of a presentation of 20 slides, on each of which the speaker comments for 20 seconds. Each slide is shown for exactly 20 seconds, resulting in a total presentation time of 6 minutes and 40 seconds. There are several Pecha Kucha nights in Dutch cities, usually with participants from the creative sector.

### Tips for a good presentation

In presenting a project to a (new) client, you are presenting not just the plan but also yourself. Always make sure that you are well prepared. Below are a number of golden tips for presentations to potential clients.



1. *Go to the presentation with a positive attitude and healthy curiosity*  
Think: 'I will pick up something anyway.' Listen carefully to the questions, but show some initiative as well. If you don't know what the interview will be like, ask for the agenda and the duration.
2. *Think about the impression you want to make.*  
The way you present yourself tells everything about who you are and so (indirectly) about your plans too. It is up to you to a large extent to determine what sort of an impression you make! Wear clothing that you feel comfortable in and that is appropriate to the situation.
3. *First the relation, then the information*  
Make sure that you make contact with your client, for example by talking about the room you are in, the route to the place where the meeting has been arranged, or if necessary the weather. That will make him receptive to the information you want to provide. If he feels at ease, he will give your story a better hearing.
4. *The client is important, in fact more important than you are*  
Always put the client in the centre at the beginning and end of your presentation. In between you can talk about yourself and your plans.
5. *Show appropriate visual material with brief explanatory comments*  
Make sure you have properly prepared material. Explain what the assignment was and how you arrived at this result.
6. *If something is important, say it again*  
Keep serving up the same main points in a different guise by focusing on them with different words and from different perspectives.
7. *Communication is a two-way traffic*  
Talk with, not to your audience. Involve them in your story. Raise questions. Use phrases including the word 'you'. And listen as well.
8. *Presenting is selling*  
You are trying to secure an assignment. But you have to sell yourself before you can sell your message.
9. *Dare to be yourself and to show your vulnerable side*  
It won't always be easy, but it is just as important as the quality of your work.
10. *Enthusiasm works!*  
A dynamic use of language, tone of voice and gestures underline the right impression.
11. *Harmony in word and posture*  
To come across convincingly, you must match your words to the right (appropriate) posture.
12. *Select your information*  
Only you know what you *don't* say.
13. *Be critical but supportive*  
Don't try to bring down somebody else's work, but emphasise the positive aspects instead. Don't exaggerate your individual part in a collective project.
14. *Keep your presentation motivating from beginning to end*  
/Make sure that you end your presentation on a positive note in terms of content, volume and intonation.
15. *Let them see that you enjoy it*  
The easiest way to a successful presentation is to really enjoy what you are doing. Let them see it as well. A successful presenter is proud of his product, proud of himself and of what he stands for.
16. *Silence is golden*  
Dare to let silences drop – before you start, between the sentences, after demonstrating a product or an important message, and after your final words. In combination with breathing out, a (subtle) smile and eye contact, silence is the most effective weapon in a presentation or negotiation.

## More information

- Go to [BeroepKunstenaar.nl](https://www.beroepkunstenaar.nl) for more information about *Business phone calls, negotiating and Networking*.



- Crowdfunding sites like [www.crowdaboutnow.nl](http://www.crowdaboutnow.nl) and [www.voordekunst.nl](http://www.voordekunst.nl)
- [www.pecha-kucha.org](http://www.pecha-kucha.org) and [www.pechakucha.nl](http://www.pechakucha.nl) about Pecha Kucha.