

Preparing for market: Your elevator pitch

Exercise 5D

Imagine you have three minutes of a Very Influential Person's time. This is your opportunity to impress.

Prepare yourself for this moment by focusing on three crucial elements of your arts, cultural or heritage experience. Make each of them as compelling, original and memorable as you can.

1 Describe your **LOCATION** using vivid descriptions, highlighting all the senses.

2 Describe your **EXPERIENCE** in evocative verbs to emphasis activity and what people will do and feel.

3 Describe your **STORY** through the characters that bring it to life.