

AMERICAN FILM MARKET®



AFM<sup>®</sup>25

**THE PITCH CONFERENCE**

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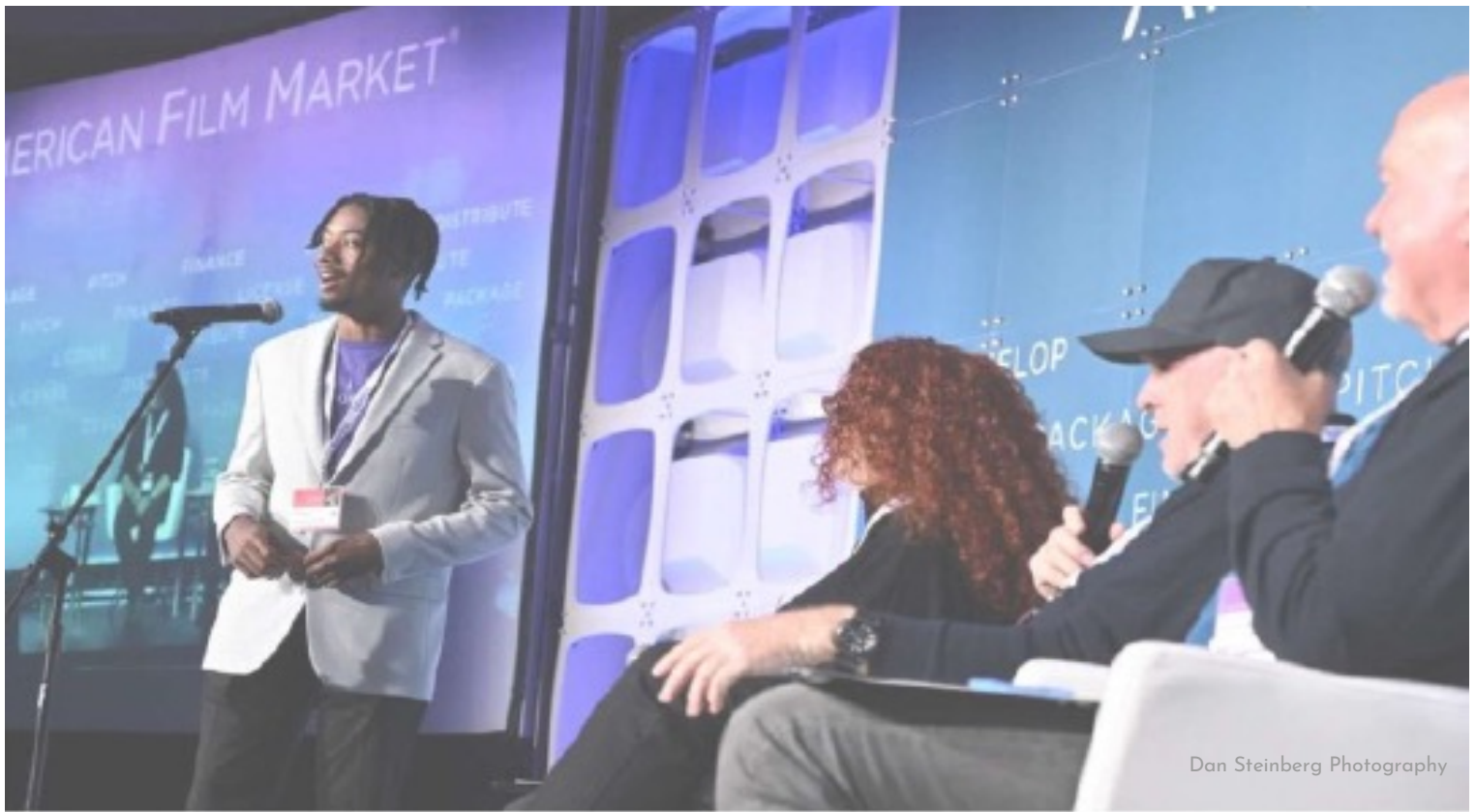
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# Overview

## 2025 AFM Pitch Conference Guide

The AFM Pitch Conference gives attendees the opportunity to watch film and television script pitches in action and learn how to effectively pitch ideas themselves.

### The Pitch Conference is structured in the following way:

- If you're **selected to pitch**, you will present your idea to an audience of approximately **400 people**, including **industry executives**.
- Each selected participant will have **exactly two minutes** to pitch their project. This short time frame requires your pitch to be **focused, compelling, and well-rehearsed**.
- A **panel of distinguished industry professionals** will then take a few minutes to provide **feedback and critique** on your pitch.

To be considered to pitch at the **AFM Pitch Conference**, you must **submit a two-minute video pitch** of your project **by the October 15, 2025 Deadline**.

# Past Participant Insights



The AFM Pitch Conference was a great opportunity to not only refine my pitching capabilities but also expose me to a breadth of different pitching styles and types of stories. Participating in the Pitch Conference helped me gain the confidence to tell my story to a large group of people and refine how I articulate my vision.

***Curtis Matzke***

I'd say first and foremost, this is an educational exercise, not a promotional opportunity. That being said, I would focus on the benefits of honing your craft in pitching, rather than refining the project/ material that you're actually working with



***Victor Lord***



I received very positive feedback from the panelists and helpful tips to tweak it a little more to make it shine. The audience was wonderful and it was nice to see such a variety of people, voices, and projects presented.

***C.M. Conway***

# What types of pitches are accepted at the AFM Sessions?

Storytelling can take on many creative forms. AFM accepts original pitch projects in the following formats.

- **Narrative feature film scripts in any genre**
- **Long-form television “Made-for-TV” film scripts in any genre**
- **Narrative television scripts for a limited series in any genre.**

Please note that we **do not accept** pitches for documentaries, traditional TV shows, or short form content.

## Narrative Feature Film

A motion picture that tells a fictionalized story.

## Made-for-TV Feature Film

A long-form film project intended for exhibition on television.

## Limited Series

A TV project with a few episodes that tells a complete story.

## Submission Schedule 2025



# Video Pitch Structures

It's completely up to you to determine the best way to pitch your project. That said, here are a few video pitch structures you can contemplate to help you address the necessary points in an effective pitch:

## THE CLASSIC PITCH

"Hi, my name is [NAME]. My project is a [GENRE] in the vein of [TONALLY SIMILAR PROJECT]. It's called [TITLE] and it's about [LOG LINE]. The project follows [MAIN CHARACTER AND SUPPORTING CHARACTER] as they [SECOND ACT ACTIVITY]. Problems occur when [MIDPOINT COMPLICATION OR SECOND ACT LOW POINT]. Now they must [THIRD ACT STRATEGY] or face [CONSEQUENCES]."

## BLAKE SNYDER

"Hi, I'm [NAME] and I'm from [LOCATION]. On the verge of a [STASIS = DEATH] moment, a flawed hero [BREAKS INTO TWO] with the [B-STORY], but when the [MIDPOINT] happens, he/she/they must learn the [THEME] before [ALL IS LOST] to defeat the [OBSTACLE / ANTAGONIST]."

## THE PIXAR

"Hi, my name is [NAME]. I'm a [OCCUPATION] and I live in [LOCATION]. My project is a [GENRE] called [TITLE]. Once upon a time\_\_\_\_\_. Every day\_\_\_\_\_. One day\_\_\_\_\_. Because of that\_\_\_\_\_. Until finally\_\_\_\_\_."

Pitching ... is the art of speaking about your work in a way that is compelling and that allows us to understand what your project is.

- Lee Jessup, Pitch Expert



# Rehearse + Record

In order to effectively deliver a pitch on camera, you have to rehearse. Pitching out loud helps you notice problem areas, clarify sentence structure, and fix any components of the pitch that might not be working.

Try to remember while you are rehearsing uncomfortable as you might be watching yourself on video and pitching to an empty room, our industry panelist can always tell the difference between someone who has practiced their pitch and taken the time to rehearse before submitting their video and/or pitching live on stage. Here are some tips and suggestions related to creating and rehearsing your video pitch.

## Step 1: Choose Your Ideal Practice Listener

No matter what the subject is, pitching to a camera can be challenging. To make it easier, identify a person in your life, who's not only a member of your project's target audience, but someone you'd feel comfortable delivering your video pitch to. This person does not need to be in the actual room when you're pitching, you can visualize them or imagine they are listening to the pitch while you practice. The idea is to replicate in your pitch the kind of comfortable and conversational style you'd have with a friend.

## Step 2: Read Out Loud

Start by reading aloud while looking at your actual pitch notes. Read it a few times...then time yourself. If you're running over two minutes and can work to make sentences shorter or more concise, as needed. You'll also find areas that sound more natural when expressed as sentence fragments, rather than complete sentences.

## Step 3: Write on Notecards

Write out your verbal pitch on notecards – on one side write one paragraph of your pitch, and on the reverse side, write a header for that paragraph or the first few words as a mental marker.

## Step 4: Memorize Revise

Thoroughly memorize your text and keep polishing! Cross out words, underline where you want emphasis, and add any other notes that might help you during the pitch.

## Step 5: Rewrite Notecards

Now that you've honed your pitch, rewrite the text on brand new notecards to create a clean copy. The act of writing out your pitch can be hugely helpful in memorizing it.

## Step 6: Pitch to Camera

Now it is time to record yourself. Remember to visualize the person you chose in Step 1, the person to whom you can pitch most casually and comfortably. Do not read from a script!

This includes using a teleprompter or computer screen during the recorded pitch video, it is obvious when a pitch is being read not delivered from memory. . Though we understand it can be nerve-wracking, you won't be able to read from a script if selected to pitch onstage. We take reading your pitch on screen into consideration when pre-selecting pitchers to participate in the conference.

## Step 7: Watch Yourself

Now watch your recording. We know it's painful. But try to observe when you speak too quickly, where you may need to vary your tone, and where you need to improve on eye contact.

## Step 8: Pitch to Camera Ten Times

Pitch to camera 10 times in a row. This might sound tedious, but after the first five times, you'll get so bored that something magical will start to happen-you'll know your pitch well enough to improve your performance naturally.

## Step 9: Record Your Polished Pitch

By this point, you are ready for "Action!" – Record your two-minute pitch.

## Step 10: Submit Your Final Pitch

Now that you have recorded your pitch, follow the submission instructions below to submit for consideration.

**The Complete AFM Pitch Conference Guide**, which includes detailed instructions on how to submit your pitch video file for consideration, will be emailed to participants with their AFM Platinum or Plus badge order confirmation.

To register for your AFM Badge visit:

<https://americanfilmmarket.com/attendee-badges/>