

AMERICAN FILM MARKET®



AFM
LA126

THE PITCH CONFERENCE
TELEVISION & FEATURE FILM
NOV 13 & NOV 14



New for 2026

After more than 15 years as one of AFM's most popular programs, the Pitch Conference is expanding with the launch of the AFM Pitch Conference – Television.

New for 2026, the AFM Pitch Conference – Television gives creators, writers, and producers the opportunity to present original television series concepts to leading television executives and receive invaluable feedback to help move their projects forward.

The Pitch Conference now features two dedicated events:

- **AFM Pitch Conference – Television: Friday, November 13**
- **AFM Pitch Conference – Feature Film: Saturday, November 14**

To be considered to pitch for either event, you must **submit a two-minute video pitch** of your project **by the October 15, 2026 Deadline.**

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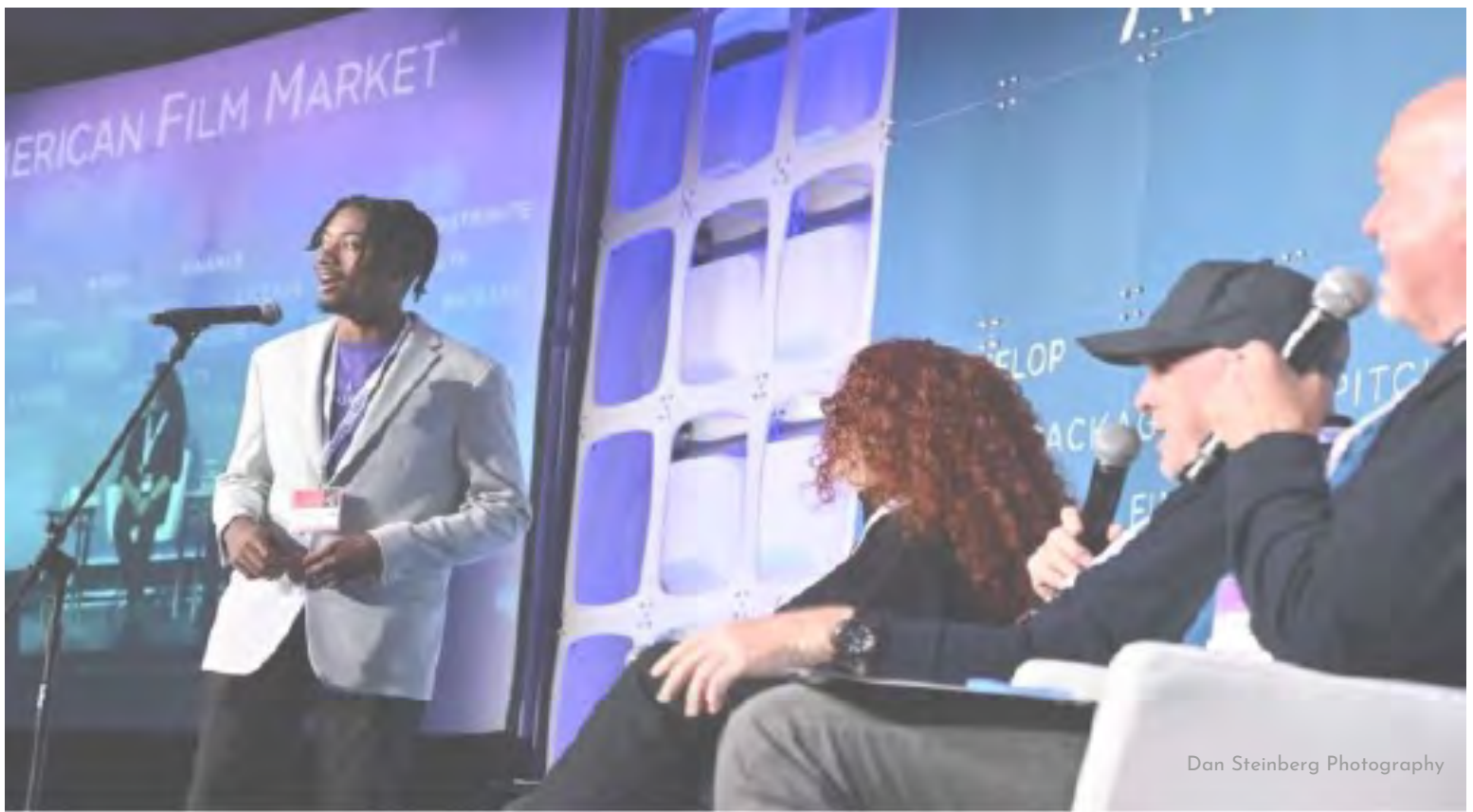
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Overview

2026 AFM Pitch Conference Guide

The AFM Pitch Conference gives attendees the opportunity to watch film and television 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 provide **valuable feedback and insights** 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, 2026 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 think that it is very important for everyone to remember this is your project. You have the vision, you know it better than anyone else so stick to it. It will pay off...overall what a wonderful experience. I am so grateful to you for having me and the opportunity to present.”



Ashley Bratcher



I received very positive feedback from the panelists and helpful tips to tweak my pitch 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

AFM Pitch Conference Television

What types of pitches are accepted?

Longform storytelling can take on many creative forms. AFM accepts original pitch projects in the following formats for the AFM Pitch Conference - Television

- **Traditional Television Dramas or one-hour series in any genre**
- **Comedy Television or half-hour series in any genre**
- **Limited Series project with a single season consisting of at least two episodes that together tell a complete story**

Please note that we **do not accept** pitches for unscripted TV shows, documentaries or short form content for the Television Pitch Conference.

Television
Comedies

Television
Dramas

Limited
Series

Submission Schedule 2026

AUG 14

AFM PITCH
SUBMISSIONS
OPEN

VIDEO PITCH
SUBMISSIONS
DEADLINE

OCT 15

OCT 30

SELECTION
NOTIFICATIONS
EMAILED

SELECTED
PITCHERS TAKE
THE STAGE
AT AFM

FRI
NOV 13

AFM Pitch Conference Feature Film

What types of pitches are accepted?

Storytelling can take on many creative forms. AFM accepts original pitch projects in the following formats for the AFM Pitch Conference - Feature Films

- **Narrative feature film project in any genre**
- **Feature Length theatrical film project in any genre**
- **Feature Length “Made-for-TV” film project in any genre**

Please note that we **do not accept** pitches for TV shows, documentaries, or short form content for the Feature Film Pitch Conference.

Narrative
Feature Film

Made-for-TV
Feature Film

Submission Schedule 2026

AUG 14

AFM PITCH
SUBMISSIONS
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NOV 14

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 FILM 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]."

THE CLASSIC TV 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]. This [TYPE OF SERIES] series follows [MAIN CHARACTER AND SUPPORTING CHARACTERS] as they navigate [WORLD/SETTING]. Each episode centers on the [STORY ENGINE / RECURRING SERIES CONFLICT] while [OVERALL SEASON ARC] steadily builds leading to [SEASON FINALE / MAJOR TURNING POINT]."

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/>