



## **CREATIVE CAREERS**

### ***Activity Book 3***



## Welcome

Welcome to your Bournemouth Symphony Orchestra's CREATIVE CAREERS Activity Booklet 3. Through this booklet you will learn how to present a pitch and write an evaluative report on an arts event.



## Pitching your concert

*What is a pitch?* A pitch is a presentation of your ideas to experts and investors.

Prepare a pitch to present to a parent/guardian. You could do this on PowerPoint to add to the professionalism or could present it using big sheets of paper. Use whichever method feels best for you.

### Follow the format below:

1. Introduce yourself and your company
2. Introduce your general idea
3. Explain why your idea is unique and of interest. Why should people care about this concert?
4. Talk about the repertoire
5. State the dates, times, venue capacity, will there be a profit or loss, any other interesting and important statistics
6. You can attach clips and picture to make your presentation visually pleasing and to aid your pitch
7. Conclude by reinstating the most important parts of your pitch
8. At the end ask your parent/guardian if they have any questions

*Optional: We would love to see what you've created. Take a photo of you presenting your pitch and tag us in it #BSOParticipate.*



## Writing a report

Your event has now taken place and it was a triumph! Write a report about your event to your donors; they want to hear that the event was successful and their money was worthwhile. You can write this on Word or by hand.

What to include:

- A cover page with a picture and the title of the event. Play around with design.
- Explain the process of planning and preparation
- Include event statistics: Audience numbers, Profit or loss, Event costs
- A page of quotes and feedback from the audience
- What could you have done differently/what will you change next time?

*Alternatively:*

## Write a blog post

Create a blog post about the day of the concert to share with your audience. You can write this on Word or by hand.

What to include:

- Create an interesting title for your blog post
- Write a summary of what your post is about
- Include interesting facts about the event
- Include behind-the-scenes information
- How did the audience respond to the concert
- Include images, video clips, add humour; this will make your blog more appealing.

## Well Done!

You have now completed the Bournemouth Symphony Orchestra's CREATIVE CAREERS Activity Booklets. We hope you have enjoyed yourself and feel more knowledgeable about the world of concert planning. We look forward to seeing and hearing from you again soon.

