

Coverfly Pitch Week Webinar

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☰ Professionals	Coverfly
☰ Tags	Coverfly Pitching

Hosts: Maggie Waz (Writer Experience Manager), Geoffroy Faugerolas (Sr. Writer Dev Exec)

Should have meeting requests in 24-48 hours. (They have not gone out yet.) If you don't get one on Thursday or Friday, still possible you could get one the following week. They sometimes take their times making decisions or getting schedules to line up.

Opportunity does start to dwindle if you don't get a meeting last week.

Intro

Kyra Jones - staffed 48-72 hours after Pitch Week in March 2021 on Hulu's Woke (and restaffed for Season 2)

- How to achieve results in Pitch Week - stars aligned with exec looking for her exact identity/voice. Execs are excited to meet you!
- How to prepare - Biggest suggestion is to research the execs you're meeting with (individuals and interests as well as films/projects they might be interested in). It's about a personal connection, both ways — are these people you want to work with? They already like your script, they want to know you.
- What to avoid - Avoid talking about screenwriting or your scripts because you have a limited amount of time. Treat it like a general more than an actual pitch. They're checking to make sure you're not crazy, that you're cool, what projects you might be right for based on your personality. Like speed dating/friending! You're getting to know someone, not sell everything right then and there
- Final words of encouragement - Have fun! They're excited to meet you, they chose YOU and your project. They're ready and willing to help make your dreams happen,

maybe not right that second, but eventually. They're rooting for you! Coverfly is there to support you too!

Types of Meetings

Once selections are made, they'll send the zoom invite with the kind of meeting you're having.

Pitch Meetings

For a pitch, they likely did NOT read and want to hear your pitch. Still be able to talk about yourself (elevator pitch) and the trajectory you see for yourself in the industry.

General Meetings

General is like a client meeting but you're meeting with studio/prodco, where they're looking to see where you might fit for what's on their slate. Be prepared to pitch yourself as well as your projects. Anything can happen with a general.

Prospective Client Meeting

If it's a manager/agent, it's a prospective client meeting most likely. Wanna know more about you, what momentum you have, what you have in the pipeline, accolades, etc. Can talk about your goals and what you're hoping to achieve in the industry. What space do you want to write in? How can they help you? If it goes well, they may request a few samples, and then might take a few more weeks for them to get back to you.

Q: Do they read before they meet you? At their discretion. They've seen your Coverfly profile and your portfolio. Some will read before, some won't. Feel free to clarify/ask at the beginning, but generally assume they don't.

What to Expect

Do your research!

- company + previous credits (know what kind of work they do — if they only do features, don't pitch them a TV series)

- current focus + priority (trades, see what they're currently working on, and you'll have an idea what they might respond to)
- individual title + responsibility (junior or creative exec? - often have a new talent focus senior partner?)
- personal interests + passions (check interviews, podcasts, social media — but don't stalk!)
- general industry awareness (where could you fit in the hollywood ecosystem? don't need to chase trends, but where do you see yourself fitting in?)

Goals for the Meeting

- Goals are open — lots of different things could happen. Don't go in with a firm agenda; be open to all opportunities.
- Feel free to ask questions about what they're looking for, if they have any needs, etc. It's a dialog. It's not a show! You're here to connect and learn about each other.
- Realistic expectations. If you are asked to send materials, that's great! Very rare to buy anything in the room. And you never know when an exec may come back months down the road.
- Two minutes left, leave to exchange email/next step. It's OK to ask if they want to send anything or if they'd like you to follow up in 2-3 weeks.

Dos & Don'ts

- Prepare, but don't memorize/rehearse. Keep it conversational.
- Ask questions and leave room for them to ask questions. (Ask about what they're working on, what their fave shows/movies are, etc.). Don't leave them for the end.
- Clearly articulate your brand in a unique way.
- Tailor your pitch to what they're looking for.
- Clearly articulate career goals. (OWAs? Selling specs? Getting staffed?)
- Focus on audience experience, not a scene by scene summary. Themes, why you, why now. **Start very specific with a personal anecdote and go very broad with a universal theme.**

- Tie your project to the marketplace in an organic way. (This is where doing your research makes a big difference.)
- Stay calm and be yourself — make a friend!
- BE CONFIDENT! They're rooting for you!

After the meeting

- Stay in touch, but don't pester. Give them at least 2-3 weeks before you follow up. They also have to share/discuss internally, and that does take some time. (First read, then others read, then a meeting to discuss, etc.)
- Nudge if you have momentum (a placement, other news, etc.).
- Feel free to reach out to Coverfly if you're not sure about what to do or how to approach! They'll help you!

Resource: <https://www.coverfly.com/a-screenwriters-guide-to-nailing-pitches-generals-and-meetings>

Q&A

Typical meeting length? Discretion of industry pros. You'll know based on the calendar invite. Either way, plan to be concise and brief!

Should you have pitch materials? Wouldn't in the beginning/during the meeting. Here to learn about you and your vision, hear your story. They might disengage if they see materials. Keep the focus on YOU. Create a connection.

When will meetings take place? Aug 23-27. 200-250 pitches to happen. Possible scheduling could push a few to following week. Time of day will take location into account.

If you're repped, will they still set up rep meetings? They do look at rep status, so if you already have a manager, you wouldn't be submitted to managers. If you have a manager, agencies could still get your profile. Coverfly tries to target appropriately. If you have manager/agent, then generals with execs are a possibility. (They go by what's on your profile. Managers don't like to poach from other managers.)

Is location a factor? Not really. Writers in past pitch weeks who found success were from all over.

75-80 industry professionals all looking for different things.

Collections: Does whole profile get viewed/evaluated by industry pros? Writer collections and project collections are tailored to industry pros. They prepare lists based on what pros ask for. Some want projects (pitch meetings); others want writers (generals/prospective client meetings). You'll know what they want from the meeting based on the info in the meeting invite. Even if you're getting a pitch meeting, they probably looked at your bio too.

What percentage actually get a meeting & what factors influence that? Past events, 45-50% get meetings, but it really depends on industry pros. Some managers will meet everyone in their collection, but others are really picky and only take 1-2 meetings.

For writers that have multiple projects, will we be alerted to what they're interested in? If it's a pitch meeting, it will say which project in the meeting invite. For generals, having your personal elevator pitch that connects your projects (regardless of format/genre), that will help. So do your research about the company and person, and also feel free to ask what they're looking for.

How to contact Coverfly if there are issues (tech issues, rescheduling, etc.)? Invites will have dedicated pitch week email that pings them immediately. If YOU have a scheduling problem, then OK to reach out, but do try to make it work if you can because they are prioritizing the industry pros' schedules.

How much does being on the Red List affect getting a meeting? Depends on the industry pro. They're all looking for different things. Some people want stuff on the Red List, but others want undiscovered writers and projects!

Is Pitch Week the main way that Coverfly connects writers to execs, or are there other avenues? Coverfly has an Industry side that pros can browse at any time. They can search for projects and writers at any time. Coverfly does recommend writers based on mandates received by industry pros as well. They start with what the industry is looking for and try to give it to them — hyper focused, hyper targeted, so they can create valuable relationships with the industry.

What's with the new Coverfly Red List and Badges? Even if you're not on the Red List anymore, it will show that you WERE on the Red List. The badges never go away! Once you've achieved it, it's on your profile.

Any advice on personal brand? First, always be yourself! You want to find someone who's a good match for YOU. You don't have to define yourself by format or genre if it's not true. Write 4-5 sentences about your voice/brand, one third about you and your personal experience, another third about how it informs your writing, one third about the common thread that runs through your work?

What are the trends from this Pitch Week? Looking for fresh voices. Anything that makes you unique or different. Not just underrepresented voices, but just stuff they haven't heard before.

There will be a recording available!

What to do if you're asked to pitch a project that's optioned or unofficially attached? Address the elephant in the room right away. Most projects have many producers anyway. Be transparent. It could work to your advantage. Showing momentum is always a good idea, and it's always best to be honest.

What are the collections based on? What they're looking for based on their mandates. Not tag-based, etc.

Etc.

- Industry pros are looking at ALL of your discoverable projects. Great idea to always keep your profile and projects up to date, because you could be on someone's radar at any point. Coverfly can't share projects unless they're public.
- If you don't get an invite, you will still get an email from Maggie (or Coverfly). They will not leave you hanging, wondering.
- You're not limited to one meeting. You can get several.
- No one is getting paid; they are donating their time and genuinely interested in discovering new voices.

More questions? pitch-week@coverfly.com, support@coverfly.com