

Digital Development & Pitching

To support those wishing to pitch for the 4.0 Creator Clash Strand

18 - 19 September | Cardiff

Channel 4 are partnering with Media Cymru to support media innovation in Wales.

4Skills are providing support to indies based in Wales to develop and pitch ideas that will be assessed by commissioners at Channel 4.0.

As part of this project, 4Skills will be providing a training opportunity for those wishing to pitch their ideas. This will be in the form of a 2 day digital development and pitching training course, delivered by the team at NFTS Cymru Wales and an expert trainer. This opportunity will be offered to all parties interested in pitching their idea and will also involve input from the Channel 4.0 team to guide the participants on Channel 4.0 expectations.

The Training Will Cover:

- Input from the Channel 4.0 commissioning team that will include::

How to win on YouTube

How to Pitch for YouTube-first ideas

What is Channel 4.0?

Who is the audience and how do we reach them?

What are we looking for? (The brief)

- How to develop your idea and adapt it for a digital format
- Theory - story and structure
- How to Pitch YouTube-first ideas
- Practical pitching exercise with feedback



Cost:

Free to those selected to attend

Application Process:

There are a maximum of 20 places available on this 2 day training opportunity. To apply to take part, please follow the link below which will take you to the NFTS Cymru Wales application portal:

[Apply for the 2 day Digital Development & Pitching Course Here](#)

Important Information:

In order to get the maximum benefit from this unique training opportunity, which is fully funded by 4Skills, you must be available to attend BOTH DAYS of the training. Please do not apply if you can not attend on both 18th AND 19th September in person, in Cardiff.

Financial Support:

As well as this training opportunity being free to attend for those selected, financial support is available for those wishing to take part and who are located outside of the Cardiff/South Wales region. Please liaise with the team at NFTS Cymru Wales if you feel that this would be of help to you/your organisation.

Further Information:

For further information about this opportunity please visit:

NFTS Cymru Wales | wales@nfts.co.uk

or contact 4Skills@channel4.co.uk