

WORKSHOP

PITCHING FOR SUCCESS

12 OCTOBER 2022

PIETERMARITZBURG & MIDLANDS
CHAMBER OF BUSINESS

*“People do not buy goods
& services. They buy
relations, stories & magic”*

SETH GODIN



THE WORKSHOP

PITCHING FOR SUCCESS

Being able to pitch and present your business, project, or product, whether it be for funding, contracts or customers is essential in business. This workshop teaches a simple process and approach focused on just that.

On this practical workshop you will be able to develop a particular short pitch or presentation. You will also learn a repeatable method and approach you can apply to other presentation types and formats. This method is applicable from networking introductions through to longer business presentations.

Applying what you learn on this workshop can help you present with greater impact and confidence. In turn this can enable you to get a greater engagement and call-to-action from your audience, with improved results flowing from your presentations.

WHO SHOULD ATTEND?

- This workshop is suitable for any staff, business owners, executives and managers who find themselves needing to pitch regularly. This can be for purposes of funding, contracts or sales, or simply for purposes of networking, staff training and creating more inspiring team meetings and project briefs.
- This workshop is ideal for people who struggle with pitching, presentation and public speaking, whether in a business, personal or community context.

WHAT WILL YOU ACHIEVE?

- Learn to develop, structure and present your message more effectively
- Learn to get more from your presentation tools and visual design
- Align your message with your brand and business

WHAT TO BRING?

- Before the workshop you will receive a brief with details and Google survey that will help us understand your goals for this workshop.
- You will be encouraged to bring in a pitch or presentation you are working on and want to improve
- Whilst a laptop with PowerPoint or Keynote is recommended, it is not essential, as what you will learn is applicable to presentations without visual aids too.
- Power and Wi-Fi is provided.

PRESENTERS PROFILE

DR MARK VELLA ND



Mark is the Managing Director of Sapiennt, a consultancy whose work is based on the premise that behaviour drives results in organisations and individuals. Additionally, Mark is co-Founder and Director of movementanatomy.com, an online education platform for exercise professionals.

As an Independent Non-Executive Director (INED), certified and registered with the Institute of Directors South Africa (IODSA), Mark sits on Boards and Committees in various sectors.

These include funding, entrepreneurship and Inclusion, Diversity and Transformation (IDT). He is Chairperson of The Daily Grind Innovation Hub and the CDI Capital Growth Fund Investment Committee.

Mark is a professional mentor, speaker, adjudicator and published author. His books have sold over 200K copies and been translated into 9 languages. He has authored and designed of over 30 books, programs and qualifications.

He holds a Postgraduate in Business Management from the UCT Graduate School of Business. He is also registered with the Allied Health Professions Council of South Africa (AHPCSA) having passed his Council Registration Exams (CRE) in 2004.



EDUCATION

- Certified Director, IODSA, 2019
- Functional Medicine, IFM, 2010 - 1
- Postgraduate Hons., Management, UCT GSB 2008-9
- Integrative Physicians Program, EMS/UWC, 2007

Additional education in Coaching, Design Thinking, Public Speaking, Exercise Science, & Education.

NOTEWORTHY

- Mentor; Allan Gray Orbis Foundation, 2021 -
- Sanlam Entrepreneur of the Year Finalist, 2011
- Adjudicator; SEDA, National Gazelles, Premier's Awards, Ashoka & Global CFO
- Presenter; Silicon Cape, UCT Upstarts, Pecha Kucha, Net Prophet

WHAT PEOPLE SAY...

“You helped me to synthesize my thoughts/concept into a format that was effective and to the point and then supported me to deliver it in a way that was powerful for the listener.”

SHELLEY LEWIN, THE RELATIONSHIP ARCHITECT

“Insightful and deeply sensitive to the emotional and mental wellbeing of the participants. Warm, confident energy that is non-threatening, and ability to engage on many levels.”

LAURA BERGH, CHIEF ENABLER, POVERTY STOPLIGHT SA