



**B.V. Patel Institute of Management,
Uka Tarsadia University**



Date: 20/09/2023

Session on Event Anchoring and Pitching

Session Objective: The primary objective of this session is to get a greater understanding of Event Anchoring and Pitching in the Event Industry.

Session Outcomes: By the end of the programme, students will possess an in-depth awareness of all the different problems and precautions associated with Event Anchoring and Pitching.

Date	20-09-2023
Time	1:30 to 3:00
Venue:	Room No. 20
Class:	Event Management Students
No. of Students	25
Speaker:	Ms. Pooja Naik, Artisit and Event Celebrity
Coordinator:	Mr. Zaki Shekh and Dr. Vijay Gondaliya
Category	Event Management

A seasoned event anchor and pitch expert led an insightful session on the art of event anchoring and pitching. The session aimed to equip participants with the skills and confidence to effectively anchor events and deliver winning pitches.

Key Takeaways:

Event Anchoring:

- Understand your audience and tailor your approach.
- Create a engaging and interactive atmosphere.
- Use storytelling techniques to captivate the audience.
- Be confident, energetic, and authentic.
- Practice active listening and adapt to unexpected situations.



Pitching:

- Clearly define your unique value proposition.
- Craft a compelling narrative and visual presentation.
- Focus on benefits and solutions rather than features.
- Show enthusiasm and passion for your idea or product.
- Anticipate questions and be prepared to address them.



Tips from Pooja Naik:

- "Anchor with a purpose, not just a script"
- "Pitch with conviction, not just confidence"

- "Know your audience, but also know yourself"
- "Storytelling is key, but authenticity is king"
- "Practice, practice, practice - it's the only way to perfection"

She has provided valuable insights and practical tips on event anchoring and pitching. Participants left with a renewed sense of confidence and a toolkit of skills to enhance their anchoring and pitching abilities.