



“The Pitch” is a competition designed to encourage confident communication about yourself. We challenge you to make a memorable impression in under a minute. Whether expressing your candidacy to your next employer, engaging a potential investor, or selling an initiative for your student organization, your first impression is critical in capturing the attention of your audience. Find out if your Pitch is persuasive enough to win a cash prize up to \$1000 at this year’s 2017 MESA Student Leadership Conference!

Video Creation Guidelines

Want to be crowned Best Pitch and win \$1000? Follow these simple guidelines to help create your video submission.

Don’t go crazy - Looks don’t matter

Use your phone to record your video. We are more concerned with your verbal communication than production. Contestants that make it to semi-finals are judged “The Voice” style, so judges won’t see your video until (and UNLESS) they turn around to select you.

Aim for a 60 second video

Like most people, our judges may have a short attention span, and you don’t want to lose their interest.

Know the judging criteria

We’ll be looking for pitches that catch and keep the viewer’s attention. You may use your professionalism, humor, wit or intellect to connect with the viewer. Judging criteria to determine finalists will be 50% content, 30% creativity and 20% originality. Solo or duo team participants only. **Semi-finalists will be announced on October 20, 2017.**



Video submission process and deadline

Video submissions must be uploaded thru Google Drive to email address: mesastudentleadership@gmail.com Include your campus and participant(s) name in the subject line (ex. SJSU Kim Johnson). In the message body, include the video title, school name, participant name(s), email address, and phone number. **Deadline for submission: Friday, October 6, 2017.**

Final Competition and Prize

Selected semi-finalists’ video pitches will be showcased **Friday, October 27, 2017** at the Student Leadership Conference. Judges will face away from the video screen and will only hear the pitch; if a judge is interested in having you join their team, they will turn around. If multiple judges turn around, the finalist will decide which team to join. Judges will provide coaching to their team in preparation for final rounds. During the final round, finalists pitch LIVE, and our student audience will select our winners via a live voting app. A solo winner will receive \$1,000 or a duo team winner, \$500 per member.

Our Best Pitch of 2017 will be announced during the closing banquet on Saturday, October 28, 2017!