

Pitching Your Idea with Aisha Zia

The key things to cover in your proposal

Who | What | Where | When | Why & How?

1. **Who** is your project for? (*audience development*)

- Who does it happen to? (*audience*).
- Who do you want to work with? (*community groups*)
- Who do you want to work with? (*artistic team*)
- Who do you need? (*partners*)
- Who will be impacted?

2. **What** happens? (*concept*)

- What's the artistic vision? What happens?
- What's the form? (*play, exhibition, installation*)
- What's the content?
- What is the environmental impact, is it sustainable?
- What do you need? (*who do you need it from*)?

3. **Where** will it happen?

- Theatre, gallery, playground, someone's house?
- Where? (*UK, international, one location, touring*)
- Do you have to hire a venue? (*budget*)

4. **When** will it happen? (*timeline*)

- When will it happen?

5. **Why** does it happen?

- Why do you want to make this show? (*artistic*)
- Why is it important? (*artistic*)

6. **How** will it happen? (*logistics*)

- How does it happen?
- How will you do your research?
- How much will it cost? (*budget*)
- How will you develop communities and engage audiences? (*audience*).
- How long will it take to make? (*timeline*)
- How will you do your outreach? (*audience*).

- How long is the piece of work? (*artistic*)
- How will you market it? (*timeline*)