

THE POWER OF THE PITCH WITH LISA ALDEN

No matter the stage of development of your idea, or even if you've already written your script, effective pitching will dramatically shortcut your development process. In this informative, hands-on workshop, our writers learned:

- How to warm, hook, and close the room
- How to have more confidence in their idea and ability to pitch it
- All the tools needed to further develop their idea into a well-honed, clear, and exciting 15-minute pitch

Lisa Alden began her career as a development executive for producers and studios before joining the writing staff of the hit HBO show "entourage" for four seasons. She was a writer on the NBC show "Lipstick Jungle," and has sold every show she's pitched (Fox, NBC, HBO, MTV and ABC Family.) A former teacher at Writers Bootcamp, she created the screenwriting contest for the San Diego Film Festival, taught "Writing the original TV Pilot" at UCLA, and is currently ghost writing the memoirs of a senior Disney executive.

