



OCR Enterprise and Marketing

Topic Area 3 – Plan and pitch a proposal

3.1: Considerations when planning a professional pitch	This section provides the basis for the different aspects to take into account when conducting a professional pitch to an audience			
Planning a pitch (Knowledge):				
	Pitch objectives	😊	😐	😞
	The audience being present to	😊	😐	😞
	Consideration of the venue of your pitch	😊	😐	😞
	Appropriate media and materials	😊	😐	😞
	Your personal appearance	😊	😐	😞
	The structure of your pitch	😊	😐	😞
	The use of relevant visual aids for your pitch	😊	😐	😞
	Anticipation of potential questions and planning appropriate responses			
Keywords	Pitch Professional Attitude Appearance Preparation Visuals			
3.2: Use and development of personal and professional skills	This section explores the reasons skills required to be successful in the pitch			
Development of personal and professional skills (Knowledge):				
	Development of verbal skills	😊	😐	😞
	Development of non-verbal skills	😊	😐	😞
	Use of notes/ cues/ creating a pitch script	😊	😐	😞
	Awareness of time management	😊	😐	😞
Keywords	Verbal Presentation Non-verbal Timing Professionalism			
3.3: Benefits of using a practice pitch	This section gives you the chance to practice your pitch and modify it ready for the final pitch			
Practice pitch and constructive feedback (Knowledge):				
	Ability to support peers with constructive feedback	😊	😐	😞
	Ability to respond to feedback offered by your peers	😊	😐	😞
Keywords	Constructive Purposeful Resilient Modifications Observant			
3.4: Deliver a professional pitch	This section gives you the chance to present your final pitch			
Presentation of pitch (Application):				
	Delivery of a successful pitch	😊	😐	😞
Keywords	Preparing Practicing Memorising Timing Responding to questions			
Skills	Knowledge – multiple choice, short answer questions, presentation, extended report writing			
Links to the wider world/case study				

