



MESA Monthly Member Meeting (4M)

Thursday 30th October 2025

Crafting the Perfect Pitch for You or Your Product

Thank you for **The Five-Minute Window** from Clare Forestier, Emcee / Event Host / Moderator, MESA Member.

1. **Being honest helps people connect** - It's ok to admit when things are a bit quiet or you're having a slower spell. We've all been there. Saying it out loud makes it easier for others to help and builds real connection
2. **We can spot opportunities for each other** - Clients often tell us things that hint at what they really need, and sometimes that's not more tech, it's a better audience experience. When we listen out for those clues for one another, everyone wins
3. **The audience experience matters as much as the tech** - When something goes wrong behind the scenes, the audience still needs to feel calm, connected and engaged. That's where a good host or emcee makes all the difference - like Clare or Michael!
4. **The 5 Minute Window is a place to be useful, not salesy** - It's a space to say what you need, share ideas and support others who are doing the same. The more open we are, the more chance there is for collaboration
5. **MESA works best when we help each other succeed** - It's not just a directory of suppliers. It's a proper network of people who show up, recommend one another and make this industry a bit less lonely

Access Clare's 'one-pager' about what she does: View in the Community Platform – Trends, Reports, Videos & E-Books (Files / About MESA Members - Collaboration) - <https://mesa.wall.idloom.com/#/filelastversion/3392>

Thank you for the **E-Book Express Showcase** (provided by Richard John, COO of Realise, MESA Member). View in the Community Platform – Trends, Reports, Videos & E-Books (Files / E-Books / 4M's / October 2025) or click on the direct links below:

1. **17 Templates for Event Leads** <https://mesa.wall.idloom.com/#/filelastversion/3381>
2. **Business Events & Climate** <https://mesa.wall.idloom.com/#/filelastversion/3382>
3. **Vibe Eventing** <https://mesa.wall.idloom.com/#/filelastversion/3383>
4. **Freeman Trends Report** <https://mesa.wall.idloom.com/#/filelastversion/3384>
5. **Future of the Pitch** <https://mesa.wall.idloom.com/#/filelastversion/3385>

Overview – <https://mesa.wall.idloom.com/#/filelastversion/3386>

Main topic: Crafting the Perfect Pitch for You or Your Product - We explored various networking strategies and self-pitching techniques, including the importance of storytelling and cultural considerations in professional interactions.

The Core of Pitching

- **Pitches vs. Bids:** Pitches are the **final face-to-face meetings** with clients, distinct from bids, which involve the entire process from a request to a client presentation
- **Authenticity is Crucial:** Being **human** and **authentic** in communication is a **unique selling point**, especially as AI becomes more prevalent. It is crucial to be yourself rather than adopting an overly extroverted or flamboyant persona

Effective Pitching Strategies for Events

- **Capture Attention:** You need a **strong hook** in your pitch to immediately capture the audience's attention.
- **Focus on Them:** It is more effective to focus on the audience's **pain points and challenges** rather than highlighting your personal achievements.
- **Tailor the Discussion:** Tailor your pitch to the audience's interests and maintain engagement by offering follow-up discussions for those interested in more technical details.
- **Sell Capabilities, Not Just Tech:** Event technology companies should differentiate themselves by focusing on the **capabilities enabled by their technology** rather than the technology itself (i.e., focus on the *solution*, not the *tool*).
- **Networking Strategy:** During networking events, **avoid immediate pitching**. Instead, create intrigue and engage in meaningful conversations to balance making valuable connections without appearing pushy.

Mastering Self-Pitching and Storytelling

- **Sales Focus:** Strategies for effective **self-pitching and storytelling** are especially important for those in sales roles.
- **The Power of Story:** It is vital to create **empathy** through storytelling and use concise, relevant stories to quickly engage audiences.
- **Pitch Framework:** An effective pitch must include these key components:
 - Grabbing **attention**
 - Creating **jeopardy** (making the audience feel the risk of inaction)
 - Matching **solutions to needs**
 - Crafting a strong **close**

Top Pitching Tips (The MESA Takeaways)

1. **Lead with Pain, Not Pride:** When pitching your product or service, open with the **audience's challenge** or pain point. Your personal achievements are secondary to their problems
2. **Be Unapologetically You:** In a digital world, your **authenticity is your edge**. Don't feel pressured to be flashy; being human and genuine will set you apart
3. **In Networking, less is More:** Use networking events to **build genuine connections** and intrigue. Save the detailed pitch for a follow-up meeting to avoid being pushy
4. **Emphasise "What It Does," Not "What It Is":** For tech, focus on the **benefit/capability** the audience gains from your solution, not the technical specifications of the tool itself

You can access the Pitch Framework <https://mesa.wall.idloom.com/#/filelastversion/3391> or on <https://themesa.community/members-only-2025>

Additional Information

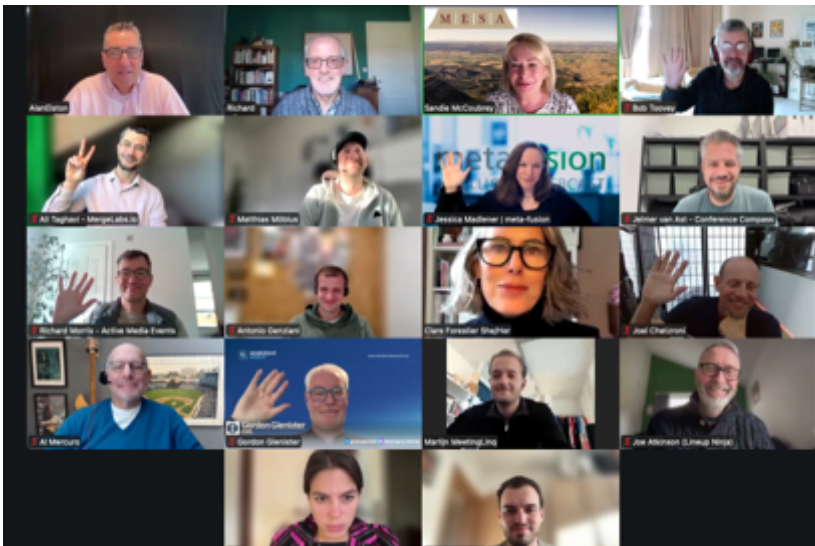
Merlin - [Smart research assistant tool](#) - complete insights report on your prospect using Ai before you meet them

Pip Decks – [Storyteller Tactics](#) - Ditch dull presentations. Tell great stories that stick

Thank you to our speaker & moderator:

Richard John, COO of **Realise**, MESA Member (moderator)

Alan Elston, Founder of **Pitch Hero** (guest speaker)



NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS (4M's)
1400 GMT / 1500 CET:

Wednesday 26th November

The Art of the Ask: Messaging, Positioning & Sponsorship for Growth -

Moderated by **Michael Jackson**, Global Conference Presenter - **The Other Michael Jackson**, MESA Member.

Going to ibtm in Barcelona?

Meet with us at ibtm on Stand P47 / P48 / P49!

[Find out more!](#)

Join us for the MESA Re-FRESH Dinner on **Wednesday 19th November** – [Register Now!](#)

[MESA Events page](#)

MESA MONTHLY MEMBER MEETINGS (4M's)

Please connect to our LinkedIn page

Thank you, MESA MEMBERS!

Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community

Please post content and connect with each other