

# Pitching Creative Ideas

presented by  
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**While there is certainly an art to successfully pitching ideas to your team, colleagues, and/or social group, there is also skill involved.** That skill can be fostered and developed.

The program will introduce you to the art and science of selling creative ideas to others. Using exercises, videos and role plays, the program will help you to understand how to pitch creative ideas in two contexts:

1. When you are the idea generator and want others to support (and fund) your idea.
2. When you are not the idea generator, but want to improve upon a team member's creative idea.

The program is based on Professor Kimberly Elsbach's 20 years of experience studying creative collaborators and uses her published framework of pitching as a conceptual guide.

## Who Should Attend?

This program has been designed for:

- Leaders of new projects or initiatives in organizations
- Those who lead volunteer efforts
- Those engaged in creative collaborations

## Learning Objectives and Program Benefits

Improving your ability to sell ideas can help you to realize your creative visions, and help others increase the success chances of their own creative projects. When many ideas are pitched, yet only a few are chosen for development, having the skills learned in this program may be the difference between a realized innovation and an idea that never sees the light of day.

For more information and to register:  
[gsm.ucdavis.edu/creative](https://gsm.ucdavis.edu/creative)

**Half-day program. Choose from:**

**FRIDAY**  
**February**

**10**

Gallagher Hall,  
UC Davis GSM

**TUESDAY**  
**August**

**15**

Bay Area Campus,  
UC Davis GSM

## Program Schedule

Continental Breakfast: 8:00 - 9:00 a.m.  
Morning Session: 9:00 a.m. - 12:00 p.m.  
Lunch: 12:00 - 1:30 p.m.

## Registration Fee

This half-day program is \$750.

*Fee includes all program materials, education fees, continental breakfast, lunch and snacks.*

## Special pricing available to UC Davis and GSM alumni.

Group pricing rates are available if registering two or more people from the same company at the same time.

# EXECUTIVE EDUCATION