



Canada Council
for the Arts

Conseil des arts
du Canada



Digital Showcasing

*Editorial Standards for
digital showcasing videos
on ThePitch.ca*

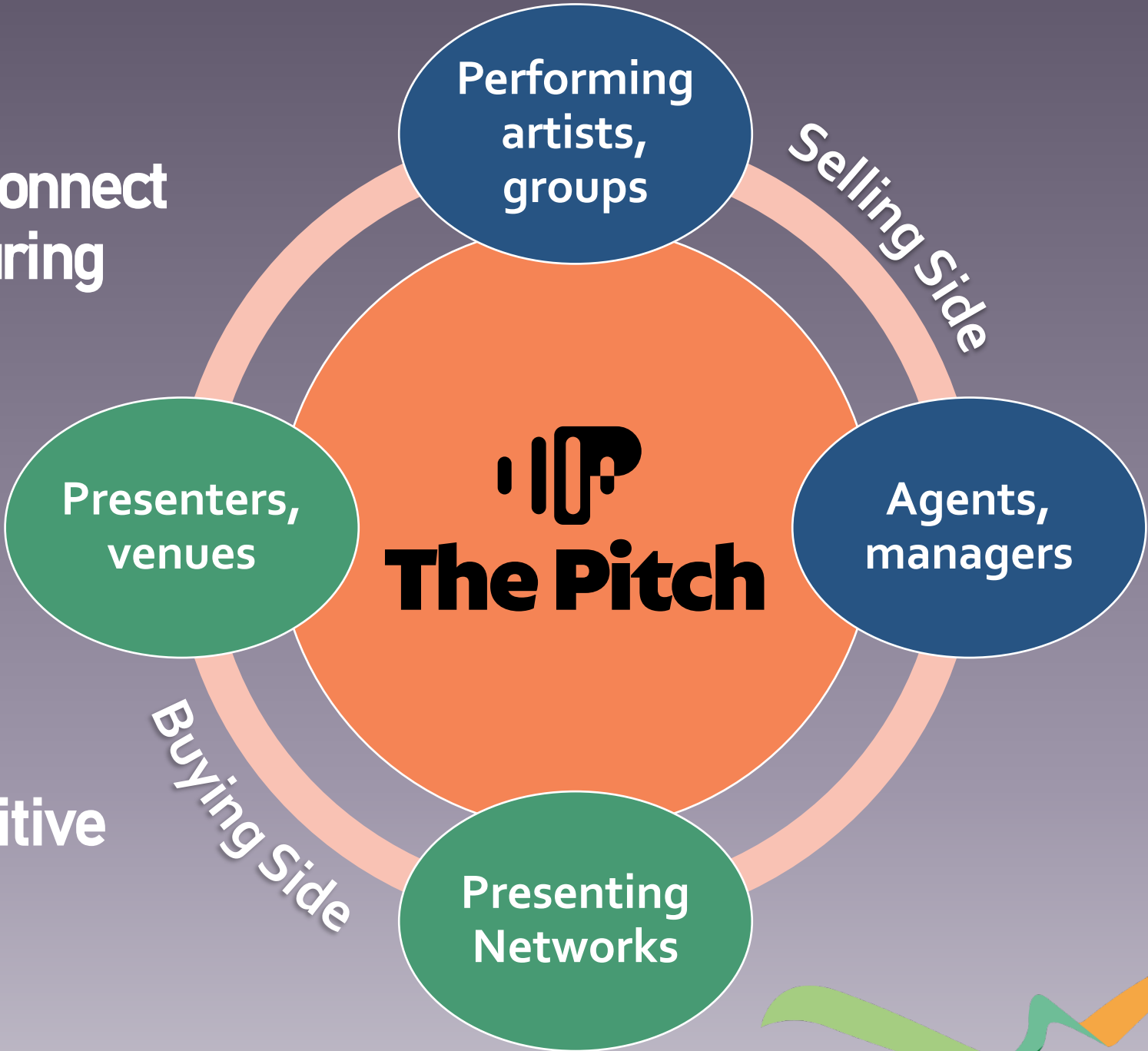
September 21, 2021

Margaret Lam

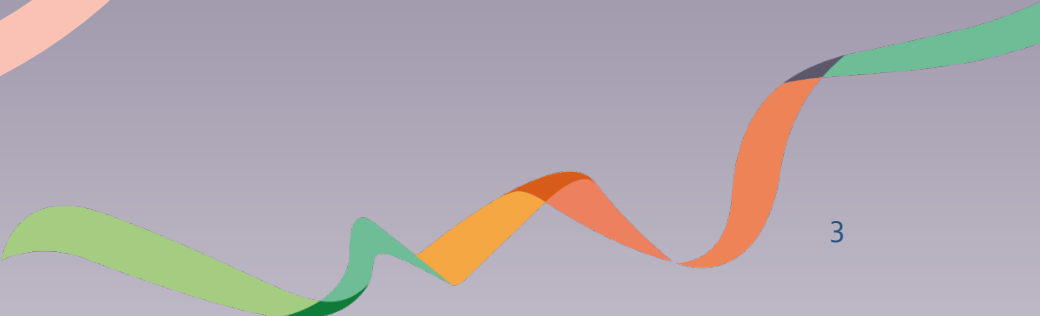
Julie Hadow
service@thepitch.ca

1. What's ThePitch.ca?
2. What's a digital showcase?
3. What's in a Pitch?
4. How do I prepare my video clips?
5. Video Checklist
6. Q&A

Seamlessly connect
the entire touring
eco-system



Reduce repetitive
data entry



- Dashboard
- Account Settings
- Agency
 - Profile
 - Team & Staff
- Tools
 - Roster
 - Pitches
- Showcase Room
- Notebook
- Help
 - F.A.Q.
 - Support
 - Feedback

Search...



Barter Talents

Who are we?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has **roots** in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur

[Show full](#)

Specialty

Disciplines

Dance x Music x

Geographic Experience ?

Australia x Fiji x Nova Scotia, Korea, ...

Search Tags ?

youth x latin x baroque x classical x Youth, Afro-latin, ...

Update

Contacts

Physical address

565 Big Road, Whitehorse, Yukon Y1T 2A1

Email address Publish

info@barter-agency.com

Phone Publish

(328) 403-2840

Website

www.bartertalentz.co

Social media

facebook.com/bartertalentz

Social media

www.instagram.com/myagency

Social media

User Profile: Agency Information is searchable

- Dashboard
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Nina Simone

Artist Bio

Eunice Kathleen Waymon (Feb 21, 1933 – Apr 21, 2003), known professionally as **Nina Simone**, was an American singer, songwriter, musician, arranger, and civil rights activist. Her music spanned a broad range of musical styles including classical, jazz, blues, folk, R&B, gospel, and pop.

Show full

Find Artist Online

Website

www.simonenina.co

Social media

facebook.com/nina

Social media

instagram.com/nina

Social media

spotify.com/nina

Update

Profile Details

- Artistic Practice**
- Self-identification
- Audiences
- Production Format

Disciplines

Music x Other x

Search Tags

songwriter x arranger x activist x Puppeteer, Shakuhachi, ...

Update

Artist's Business Team

Name

Barter Talents



Media Assets

- Images**
- Video
- Audio
- Electronic Press Kit



Represented and Independent Artist Profile

Searchable Pitch information

Dashboard

- Account Settings
- Network
 - Profile
 - Team & Staff

Tools

- Memberships
- Showcase Room
- Notebook

Help

- F.A.Q.
- Support
- Feedback

APX private showcase room

+ Invite attendee

Close showcase room

Chat 2 Pitches Pending

Filter...

Artists Interest

- Nina Simone**
Agency: Ortiz Management 35
- The Q b4 The R**
Agency: Classicos Agency 19
- Iglesias**
Agency: Self represented 12
- The Hu**
Agency: Magnum OP 11
- No Weekends**
Agency: INKz Entertainment 13

Interested?



No, thanks

Intro video



Introduction

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Showcase video 1



Showcase video 2



Showcase video 3



Summary

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Outro video



Show full

Showcase Room Pitch List, Chat and invitees

- Dashboard
- ⚙️ Account Settings
- 👤 Agency ^
 - Profile
 - Team & Staff
- Tools
- 📅 Roster
- 📁 Pitches ^
 - Templates
 - Submissions
- 🗨️ Showcase Room
- 📓 Notebook
- Help
- 🔗 F.A.Q.
- 🛠️ Support
- 📧 Feedback

Pitch title ↕	Artists	Submissions	Public ?	
Kansing pitch to APX		1	<input checked="" type="checkbox"/>	   
BigBank for Canadian Jubilee		0	<input type="checkbox"/>	   

Pitches - submissions

What's in a Pitch?

5 Part Video (20 min max):

1 min – Intro

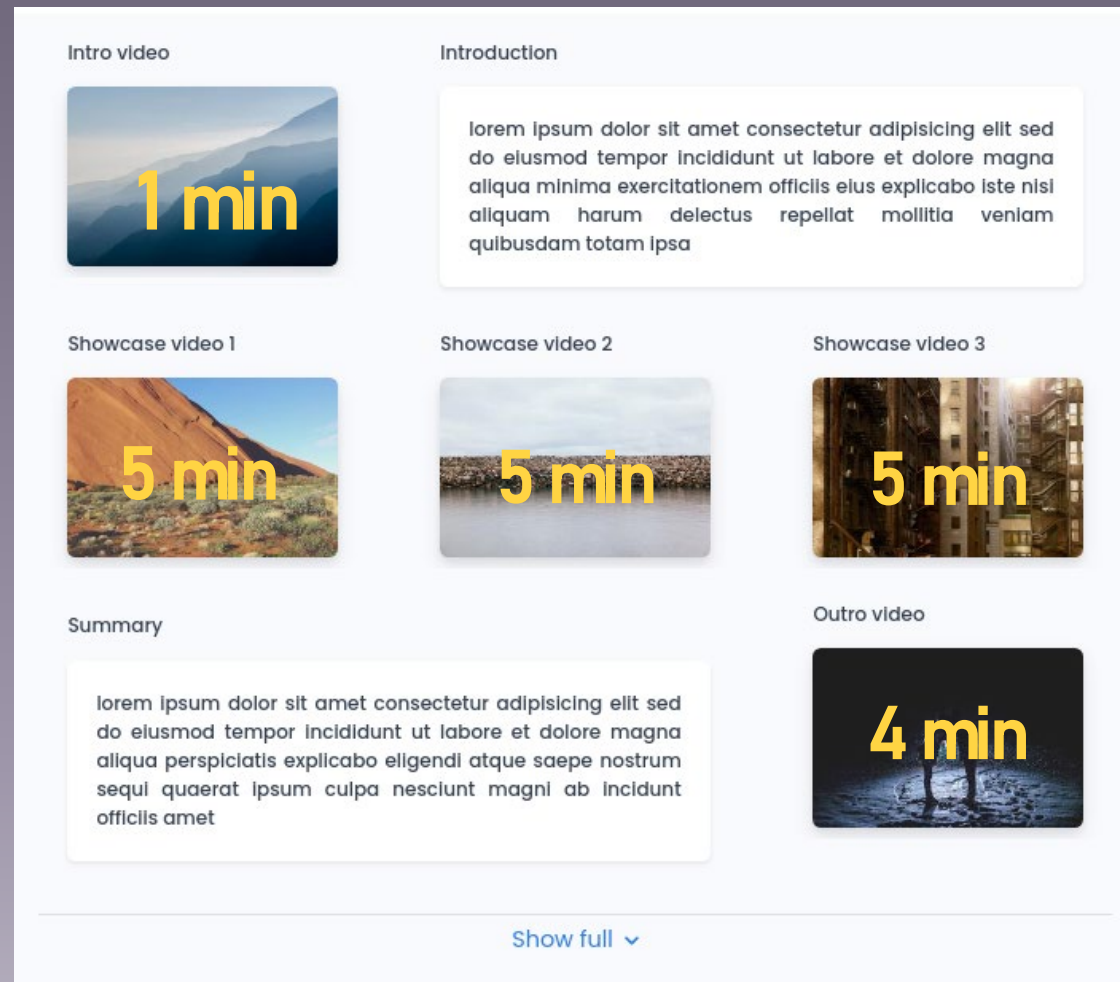
5 min – Clip #1

5 min – Clip #2

5 min – Clip #3

4 min – Q&A

Full-Length Video:
Theatre, Dance, Other



The interface displays a video player with the following sections:

- Intro video**: 1 min (Thumbnail: Mountains)
- Introduction**: Text block containing placeholder text: "lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua minima exercitationem officis eius explicabo iste nisi aliquam harum delectus repellat mollitia veniam quibusdam totam ipsa"
- Showcase video 1**: 5 min (Thumbnail: Red rock landscape)
- Showcase video 2**: 5 min (Thumbnail: River landscape)
- Showcase video 3**: 5 min (Thumbnail: Industrial building)
- Summary**: Text block containing placeholder text: "lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua perspiciatis explicabo eligendi atque saepe nostrum sequi quaeerat ipsum culpa nesciunt magni ab incidunt officis amet"
- Outro video**: 4 min (Thumbnail: Silhouettes of people)

At the bottom right, there is a "Show full" button with a dropdown arrow.

How do I shoot my Intro / Q&A video clips?

Production Checks:

Clarity of Sound

Good Lighting

“DIY Production Guide”

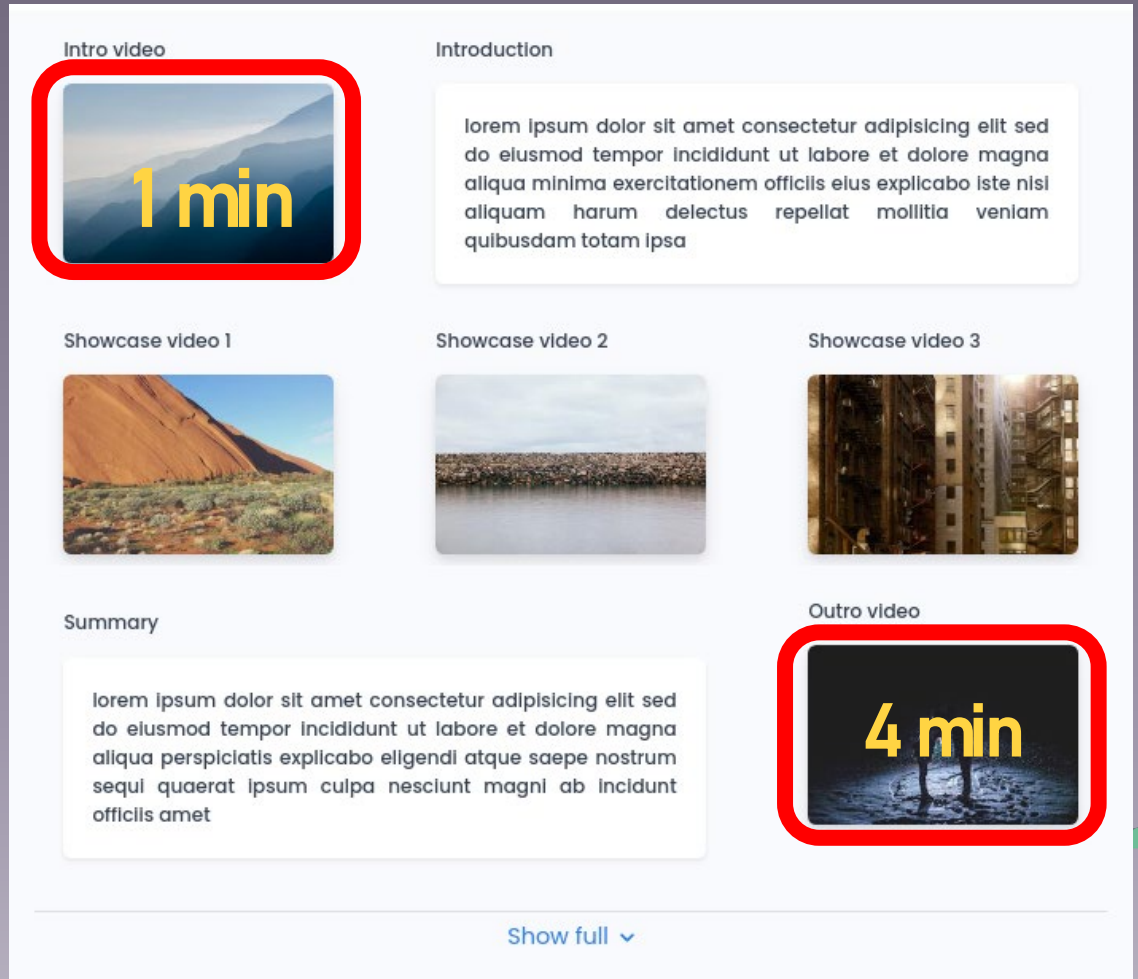
Editorial Checks:

Medium Shot Framing

Video Editing Checks:

Minimal Titling

Minimal Editing / Effects



The screenshot shows a checklist for video production. It includes sections for 'Intro video' (1 min), 'Introduction' (lorem ipsum text), 'Showcase video 1', 'Showcase video 2', 'Showcase video 3', 'Summary' (lorem ipsum text), and 'Outro video' (4 min). The 'Intro video' and 'Outro video' items are highlighted with red boxes. A 'Show full' link is visible at the bottom.

Intro video

1 min

Introduction

lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua minima exercitationem officis eius explicabo iste nisi allquam harum delectus repellat mollitia veniam quibusdam totam ipsa

Showcase video 1

Showcase video 2

Showcase video 3

Summary

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Outro video

4 min

Show full ▾

Sample Intro Video: Diyet's Land Language Song



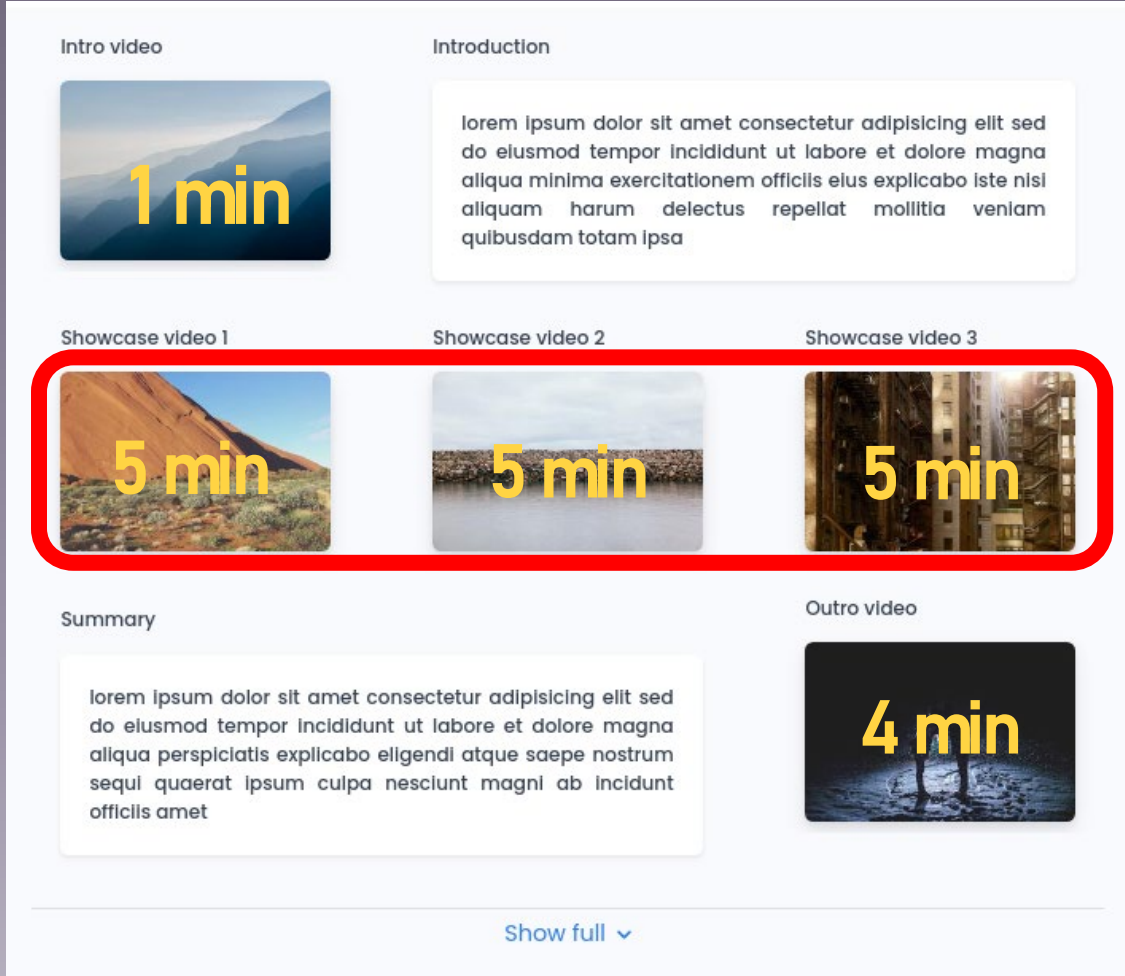
https://www.youtube.com/watch?v=Qw7LSNKcKso&list=PL6PB_W2zf7hXgRY79qskdrDHHAbh2r1r6

How do I prepare my showcase video clips?

Technical Quality Check:
Clarity of Sound
Technical Requirements

Editorial Checks:
Documentary Style
“Audience View” shots

Video Editing Checklist:
Short lead-in
Minimal Titling
Minimal Editing / Effects



Intro video

1 min

Introduction

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Showcase video 1

5 min

Showcase video 2

5 min

Showcase video 3

5 min

Summary

lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua perspiciatis explicabo ellgendi atque saepe nostrum sequi quaerat ipsum culpa nesclunt magni ab incidunt officils amet

Outro video

4 min

Show full ▾

Sample Showcase Video: Axis Theatre's Th'owxiya: The Hungry Feast Dish



<https://vimeo.com/396998211>

Video Checklist for Pitching on ThePitch.ca

- Intro / Q&A Videos
- Lead-in for showcase clips

- Audience perspective
- Performance-style video
- Editorial quality
- Technical quality

Open for questions!

A decorative wavy line in shades of green, yellow, and orange curves across the bottom right of the slide.