

Pitching the Project: Winning Management Buy-in on a Project

by Doru Catana

Learn everything you need to successfully pitch your new idea and have it backed by management. This course will get you up and running with great methods for successfully pitching projects.

Course Info:

Level: Beginner

Duration: 0h 56m

Released: 7 Mar 2017

Course Description:

Have a great idea yet you don't know how to sell it to management and get the ok for implementation? This course helps to solve that problem by tackling the core problems. In this course, Pitching the Project: Winning Management Buy-in on a Project, you'll learn a very practical and down to earth approach to get from idea to implementation. First, you'll start by getting the main questions answered that management will have. Next, you'll go over principles and tools to test the feasibility of your idea. Finally, you'll end with delivery where you look at presentation format and style. When you're finished with this course, you'll have the skills and resources to take your idea from just a thought to a detailed action plan that will get backed by management.

About the author:

Audacious Leap, the digital marketing agency I founded has created and run hundreds of projects in dozens of industries ranging from notebook manufacturers in Australia, to bikes in Dublin Ireland, iOS apps and lawyers in Canada, real estate & stationery in the US, tennis supplements in France and business consulting in the Netherlands, I decided to share my experience from both successful and not-so-successful campaigns in the form of a series of marketing courses. All my courses are based on experience in the real world and are not read from a book. You will get in minutes the essence of 10+ years of online marketing experience.

General:

Format: MPEG-4

Format profile: Base Media / Version 2

Codec ID: mp42 (isom/iso2/avc1/mp41/mp42)

Overall bit rate: 278 Kbps

Writing application: Lavf53.32.100

Video:

ID: 1

Format: AVC
Format/Info: Advanced Video Codec
Format profile: High@L4
Format settings, CABAC: Yes
Format settings, Reframes: 8 frames
Codec ID: avc1
Codec ID/Info: Advanced Video Coding
Bit rate: 177 Kbps
Width: 1 280 pixels
Height: 720 pixels
Display aspect ratio: 16:9
frame rate mode: Constant
frame rate: 30.000 fps
Color space: YUV
Chroma subsampling: 4:2:0
Bit depth: 8 bits
Scan type: Progressive
Bits/(Pixel*frame): 0.006
Writing library: x264 core 136

Audio:

ID: 2
Format: AAC
Format/Info: Advanced Audio Codec
Format profile: LC
Codec ID: 40
Bit rate mode: Constant
Bit rate: 96.0 Kbps
Channel(s): 2 channels
Channel positions: Front: L R
Sampling rate: 44.1 KHz
frame rate: 43.066 fps (1024 spf)
Compression mode: Lossy
Stream size: 1.21 MiB (35%)
Language: English
Default: Yes
Alternate group: