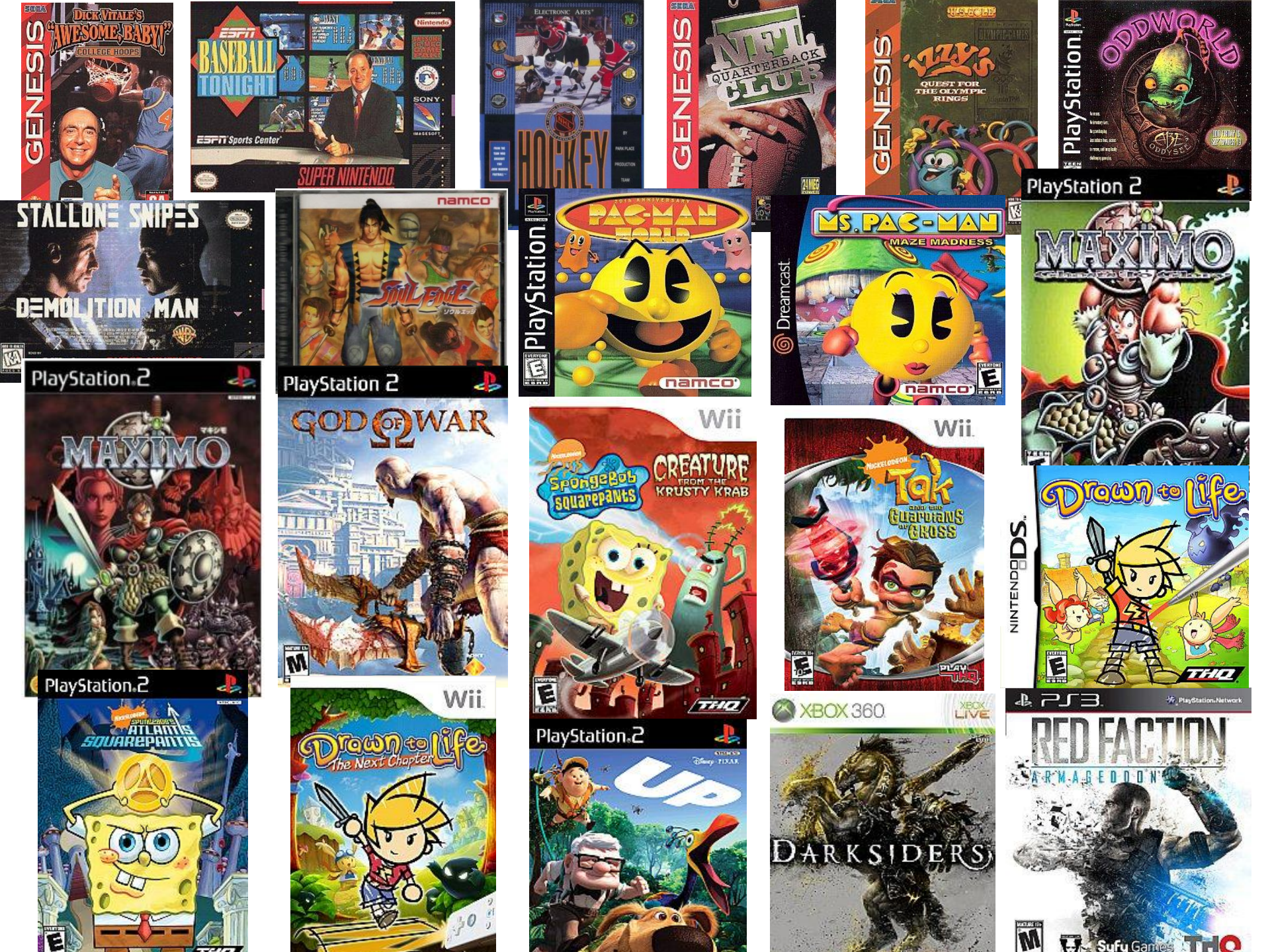
GDC 12

The Other Side of the Table: Pitching to Publishers

Scott Rogers
Creative Manager THQ
FORMERLY

GAME DEVELOPERS CONFERENCE
SAN FRANCISCO, CA
MARCH 5-9, 2012
EXPO DATES: MARCH 7-9
2012

Pitching to Publishers


GENESIS
Dick Vitale's "Awesome, Baby!" College Hoops
ESPN Baseball Tonight
ESPN Sports Center
Super Nintendo
Electronic Arts
Hockey
GENESIS
NFL Quarterback Club
GENESIS
Izzy's Quest for the Olympic Rings
PlayStation
Oddworld
Oddysee
PlayStation 2
Stallone Snipes
Demolition Man
namco
Soul Edge
PlayStation
Pac-Man World
namco
Dreamcast
Ms. Pac-Man
Maze Madness
namco
PlayStation 2
Maximo
PlayStation 2
Maximo
PlayStation 2
God of War
Wii
SpongeBob Squarepants
Creature from the Krusty Krab
THQ
Wii
Nickelodeon
Tak and the Guardians of Gross
PlayStation 2
Atlantis Squarepants
Wii
Drawn to Life
The Next Chapter
PlayStation 2
Up
Disney · Pixar
Nintendo DS
Drawn to Life
THQ
XBOX 360
XBOX LIVE
Darksiders
PS3
PlayStation Network
Red Faction
Armageddon
Sufu Games
THQ

FOUR PARTS TO THIS TALK

1. HOW NOT TO CREATE A PITCH
2. HOW TO DELIVER A PITCH
3. WHO ARE YOU PITCHING TO?
4. WHEN THINGS GO HORRIBLY WRONG

PART 1

NOT

HOW TO CREATE A PITCH

35
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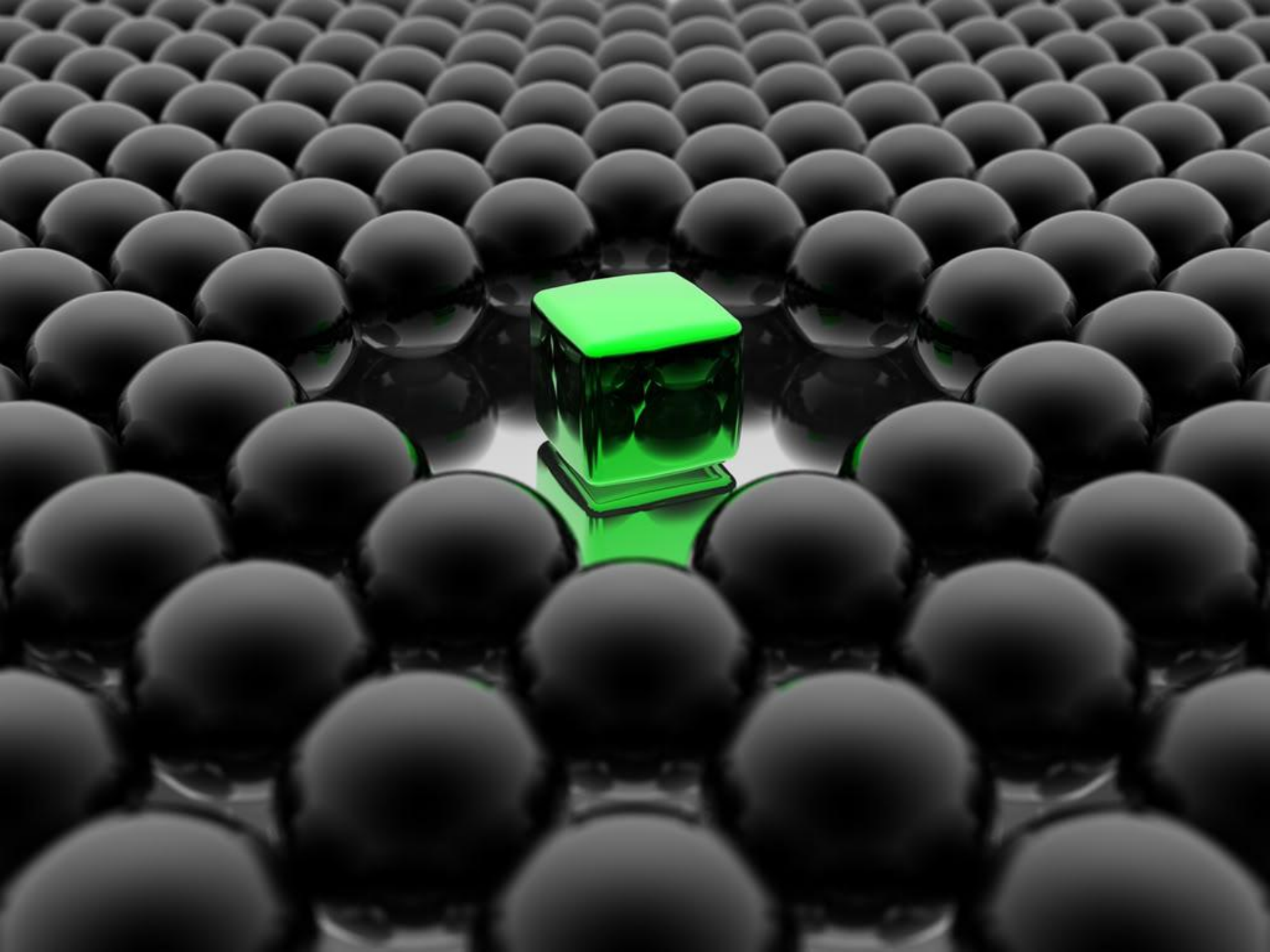
WHAT IS THE HIGH CONCEPT?



FIGHT!

vs.

CAN YOU EVEN READ THIS?

Magic Formula

DEMO > GDD >
PRESENTATION > OUTLINE

PART 2

HOW TO DELIVER A PITCH

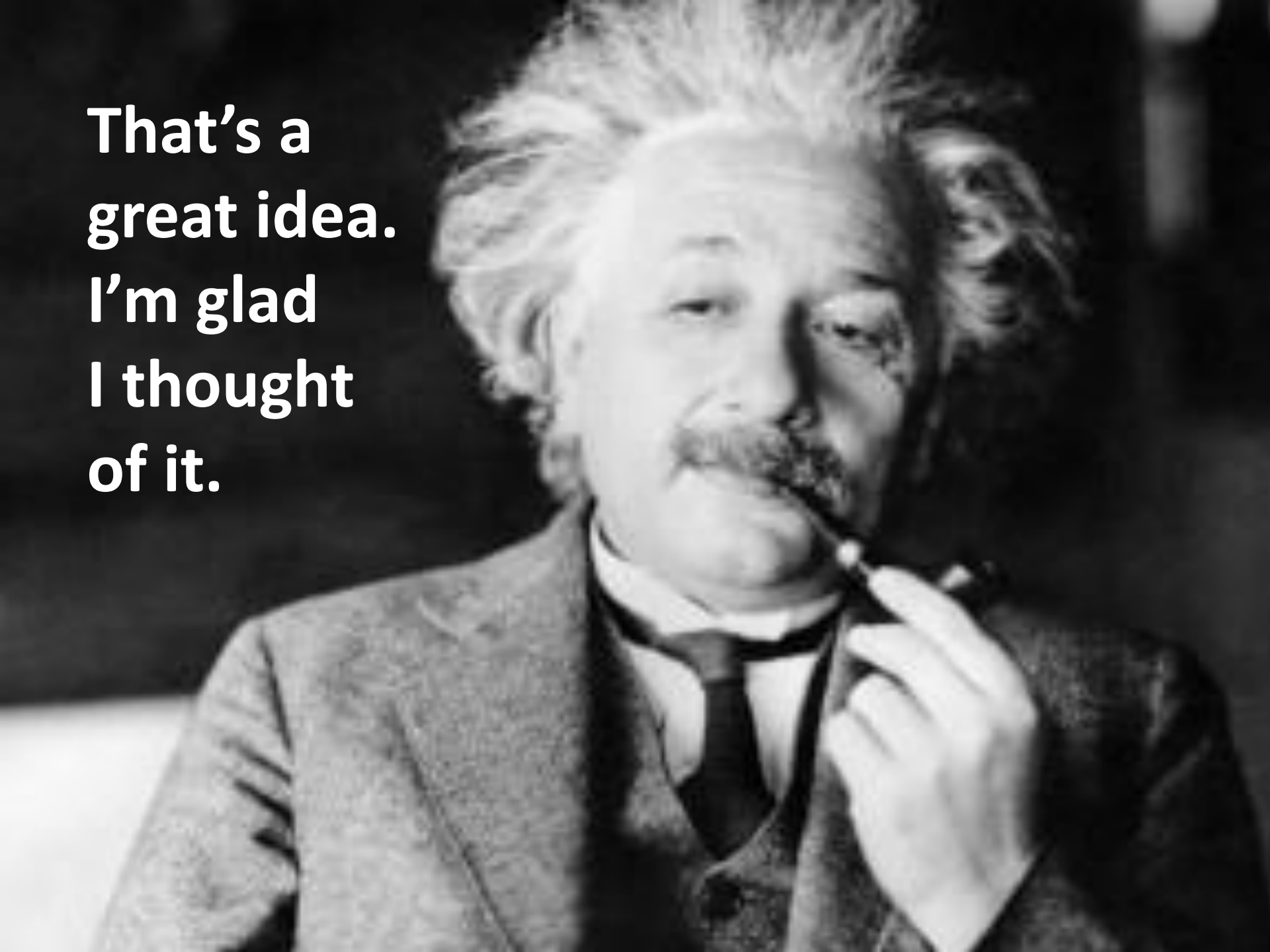
I KILLED A
SIX PACK
ONCE

SEGA
SEGA

Obligatory Star Wars Reference

CLOSED SYSTEM

OPEN SYSTEM


That’s a
great idea.
I’m glad
I thought
of it.

PART 3

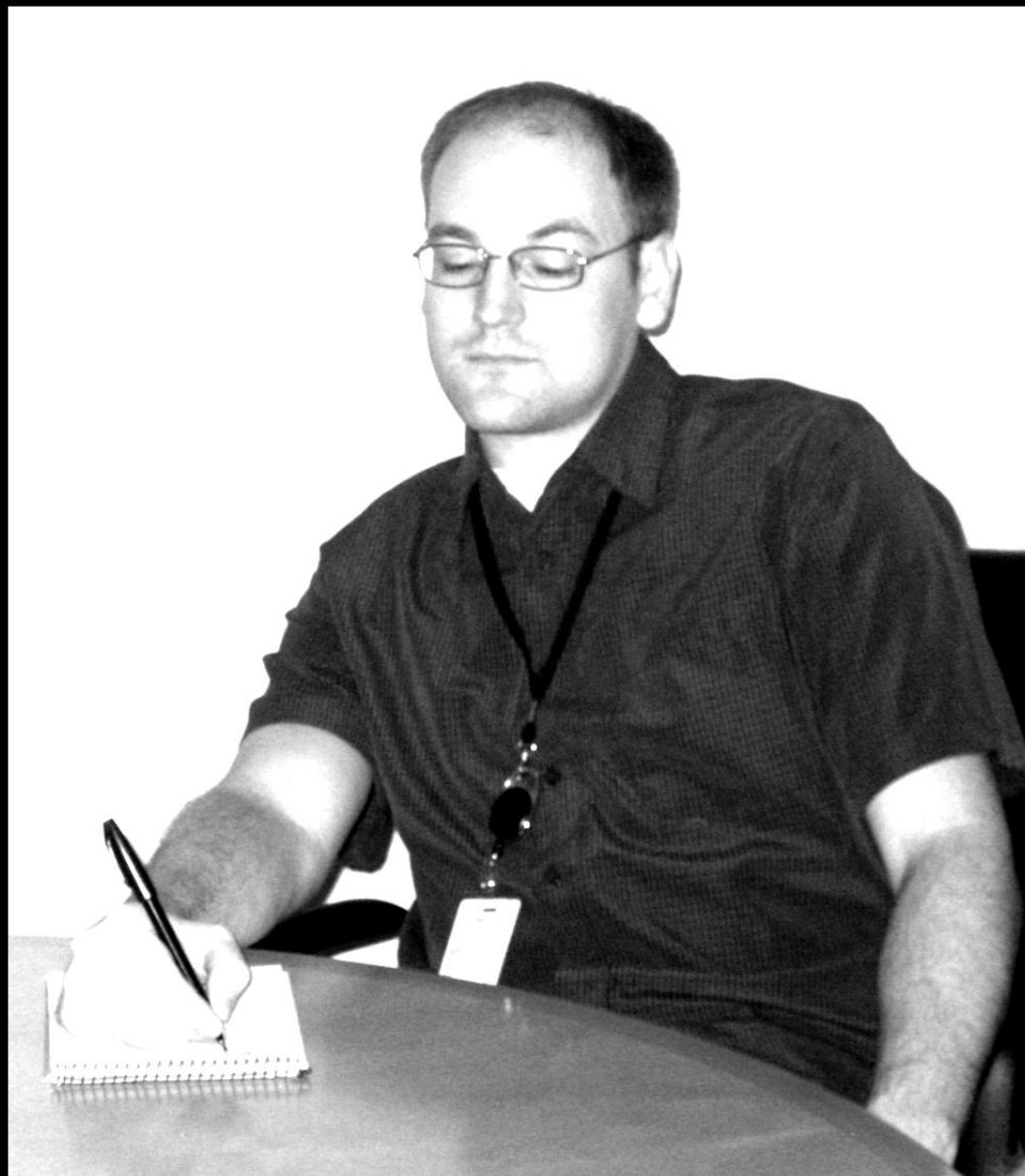
THE PUBLISHERS

WHO ARE YOU PITCHING TO?

attested
DEVELOPMENT

the HEAD OF PRODUCTION

the MARKETEER



the TECHNOLOGIST

the PROJECT MANAGER

the CREATIVE

the INTERN

THIS IS YOU

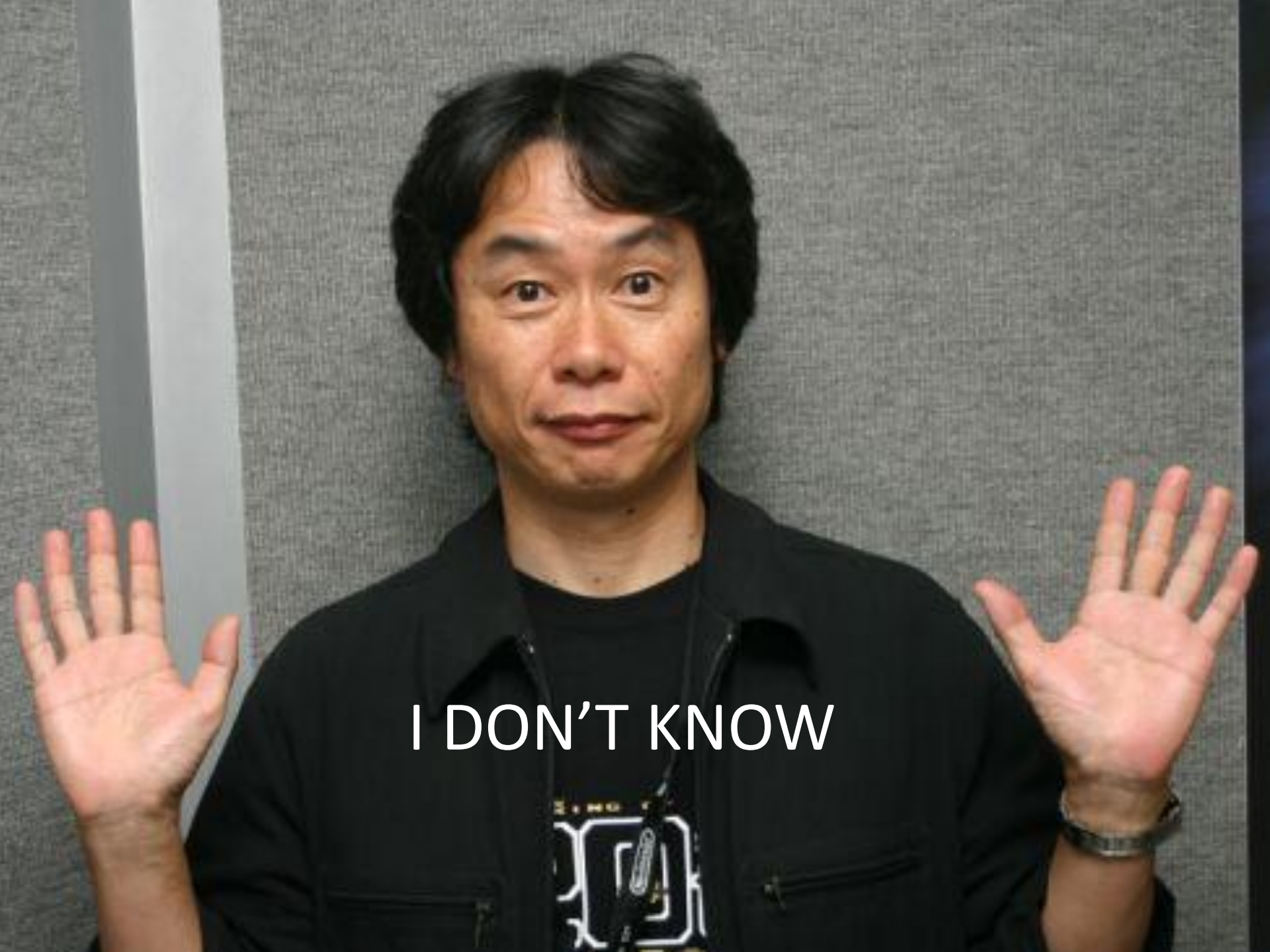
PART 4

WHEN THINGS GO WRONG

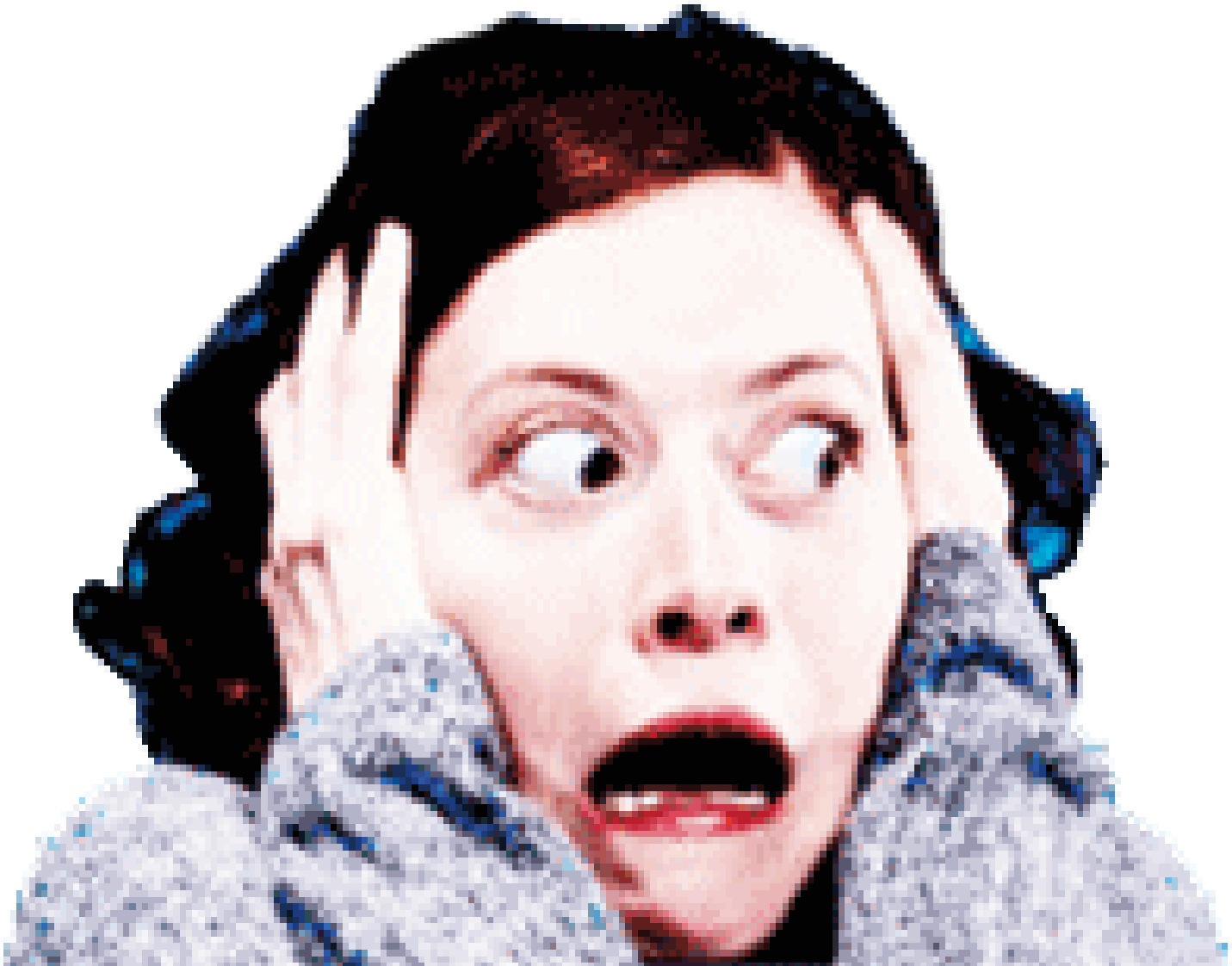
HORRIBLY

Sorry
I'm
Late!
LEAVE
ME
ALONE

TARGET MARKET


I DON’T KNOW

3 DAYS!!?!?!



THE END

IN SUMMARY

1. DON'T MAKE BAD PRESENTATIONS
2. PRACTICE/BE CASUAL
3. PITCH TO THE RIGHT AUDIENCE
4. DON'T PANIC!

THANKS FOR COMING!

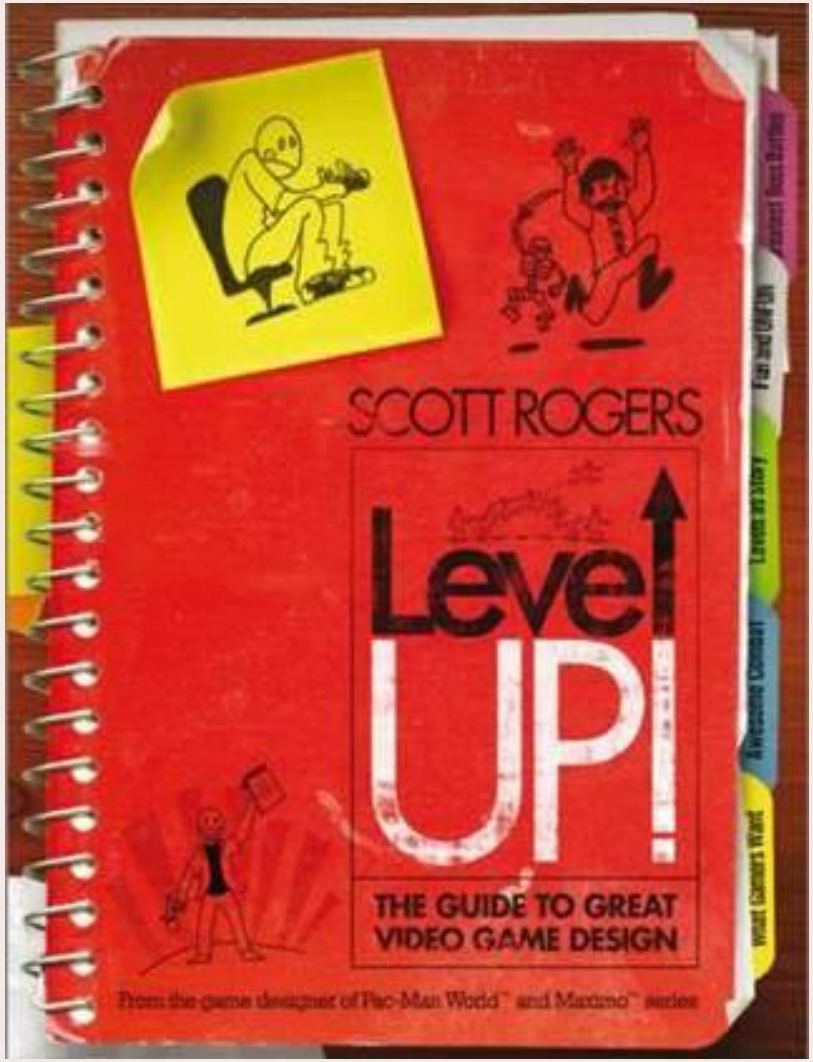
BONEYARD0@aol.com

ZERO

@MRBOSSDESIGN

WWW.MRBOSSDESIGN.COM

JOIN ME FOR BOOK SIGNING

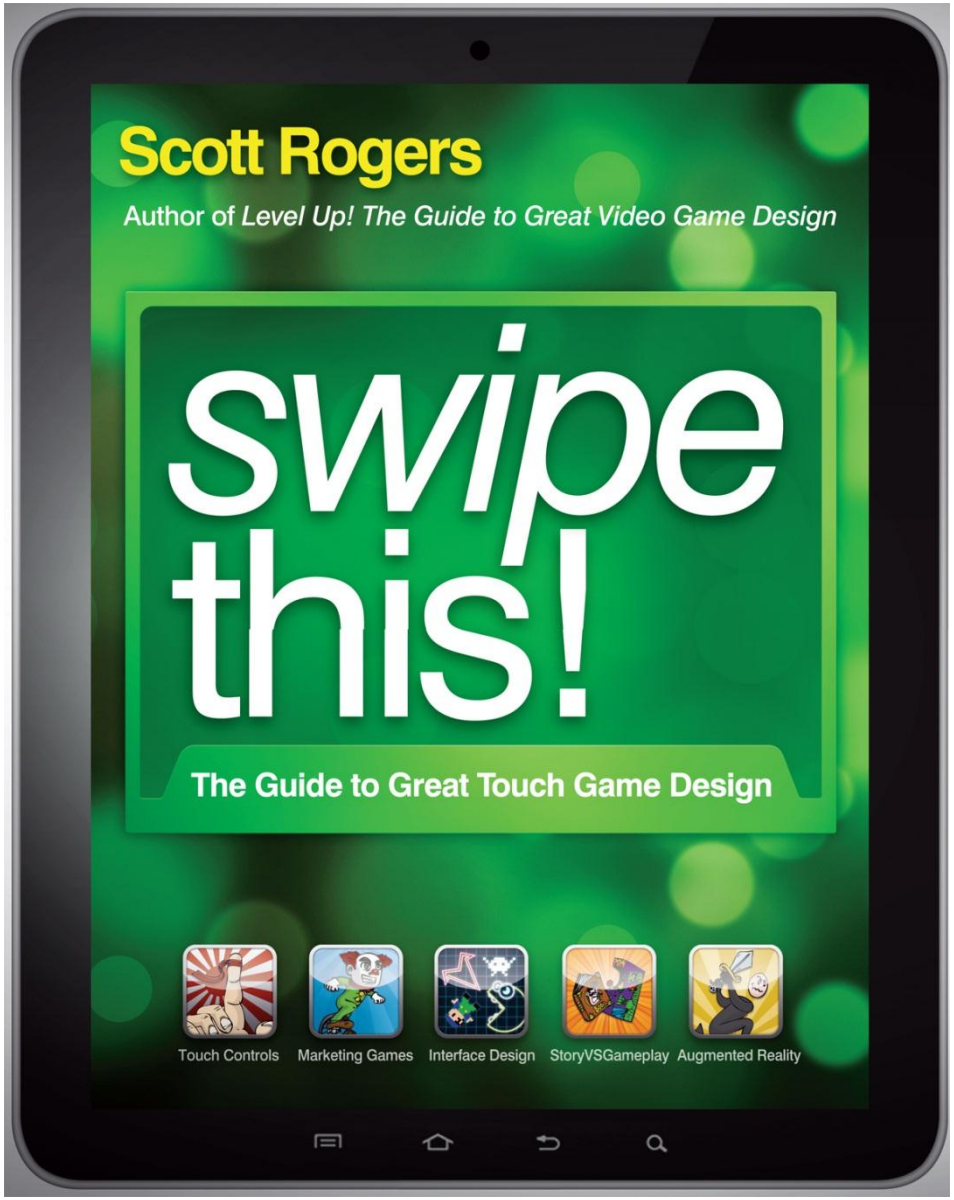


2:00 PM TODAY at BREAKPOINT (GDC) BOOKSTORE

EVERY BOOK PURCHASED GETS A FREE, UNIQUE LEVEL DESIGN

QUESTIONS?

WHY YES, I AM WRITING A NEW BOOK!



COMING THIS SUMMER!

AVAILABLE EVERYWHERE BOOKS (and E-BOOKS) ARE SOLD!