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IMAA's Pitch-Chella for emerging talent

By AdNews | 2 July 2024 0 Comments

Industry body the Independent Media Agencies of Australia (IMAA) has opened applications for its inaugural PitchChella.

IMAA member's with less than five years' media industry experience nationwide are encouraged to participate in the two-month virtual program.

Teams will be provided with a brief and budget from two national charitable organisations and will then be required to prepare a written response. The briefs will be reviewed, with shortlisted finalists set to be announced on August 26.



Pitch-Chella

The Selected charities providing briefs are the Northern Territory Indigenous Business Network and the Waves of Wellness Foundation.

Finalists will then present a virtual pitch to a panel of judges, including Audience360's managing director Jenny Parkes, TrinityP3 global media consultant Steven Wright, Kennards Hire general manager marketing and customer experience Manelle Mehri, and Orand founder and senior media consultant Adam Hickey.

Pitch-Chella will culminate with the official winner announcement at a closing party in Sydney on September 18.

IMAA leadership team member and Hatched chairman Mike Wilson said Pitch-Chella was designed to unite the skills of the industry's future talent with opportunity and creativity.

"This innovative initiative is part of the IMAA's commitment to showcase and develop the depth of talent within the independent media sector," Wilson said.

"This program is specifically designed for agency professionals who have been in the industry for five years or less, so we can focus on cultivating the next generation of agency talent.

"Pitch-Chella is also dedicated to creating a spirit of collaboration among our members, while providing real-world experience – participants will be exposed to the nuances of the pitch process, receive feedback from seasoned professionals, help worthy charities, and build brand awareness for their individual agencies."

Pitch-Chella is spearheaded by a committee of independent agency leaders including Mike Wilson (Hatched), Jessica Bray (Audience Precision), Jac Ely (Apparent) Lisa Blackshaw (Edge), Taylor Fielding (TFM Digital) and the IMAA team.

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