



## NOTES FROM APPLICATIONS HUI

An open hui was held on 29 July 2024 for all artists and producers interested in applying to pitch/showcase at the PANNZ Arts Market 2025. These notes summarise all the information that was shared and have been circulated with those in attendance and those who were unable to attend.

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### Reminder of Key deadlines/dates

<b>18 Aug 2024</b>	EOI's Close
<b>6 Sept 2024*</b>	Artists Notified of application outcome
<b>5 Dec 2024</b>	For pitching artists- Tips and tricks on how to pitch hui 11am-12pm

\*We've opened the EOIs earlier this year for the Arts Market to line up with the CNZ Funding deadlines - artists will be notified of their successful applications to PANNZ by 6 September so that for those artists applying to the CNZ Creative Impact Fund closes 17 September, you could include the Arts Market pitch/presentation in your application if relevant.

### Arts Market Application Guidelines

<https://www.pannz.org.nz/arts-market-application-guidelines-2025/>

<https://www.pannz.org.nz/arts-market-2025-guidelines-maori/>



## An overview of opportunities

### One-Minute Pitches

**These can be:** An idea, a work in development, work that is ready to premiere, work that is tour Ready (work which has premiered). Each One-Minute Pitch will be a self-recorded video, and last no longer than one minute. It should be used to spark interest in an idea, or a pitch of either a work in development or a work which is ready for presentation. One-Minute Pitches will be spotlighted during the three-day Market. These will be curated at the discretion of PANNZ. Pitch videos must be supplied by Monday 27 January 2025. Any video longer than one minute may result in it not being included in the Market.

### Five-Minute Pitches

**These can be:** A work in development, work that is ready to premiere, work that is tour Ready (work which has premiered). Each pitch is up to a maximum of five minutes, and can include pre-recorded video content played from the stage during your live pitch. Pitches will take place in the concert chamber - the stage has a large screen and a lectern. The pitches are about putting your best foot forward in describing your work to presenters. Any pre-recorded videos / powerpoints / digital content must be supplied by Mon 27 January 2025.

**2024 photo examples of the stage set up for 5-Minute Pitches:**





## Wheako/Experience Showings

**These can be:** An idea, a work in development, work that is ready to premiere.

Wheako/Experiences are for artists/producers wanting to invite presenters and delegates to experience their work in some way. This could be in the form of a table reading, an open rehearsal, a workshop, performance excerpts, or similar.

These sessions may take place in a space provided by PANNZ. Examples of spaces we used in 2024 were the Town Hall Supper Room, Vault at Q Theatre and Basement Theatre with a maximum capacity of 60 people.

Works in the WHEAKO programme are intended to be 'pared back' with minimal technical and set requirements. Artists/Producers are expected to cover their own presentation costs, with the exception of the venue (this is provided by PANNZ).

Each session should be no longer than one hour. This includes any time you need for introductions, post-showing discussions and questions.

### 2024 photo examples of the Wheako Showings:





## Full-Length Showcase

We will again partner with NZ Music Commission who will curate the music showcase, and we will partner with Te Ahurei Toi o Tāmaki Auckland Arts Festival for full-length works which are part of the festival programme.

In addition to these showcases there will be an option to indicate on your EoI pitching form if you are keen to discuss any full length showcase opportunities for your work.

## Application Form

**ENGLISH:** <https://artsfront.com/event/208150-pannz-arts-market-2025/eoi/artist-producer>

**TE REO MĀORI:** <https://artsfront.com/event/208150-pannz-arts-market-2025/eoi/artist-producer-te-reo-maori>

## FAQs and Questions Raised at the Hui

### Can you apply for both a 1-Minute and 5-Minute Pitch for a single work?

Yes you can apply for multiple opportunities for a single work within the one application. You can apply for all opportunities for a single work. It would be useful for the selection panel to know which is your preference when you write about the work (as you will only be offered one of the opportunities to present). Make sure you provide enough information to cover all of the opportunities you are applying for.

### How many different applications to pitch (i.e. for different works) can I make?

You can apply for as many different works as you like. There is no limit.

### Is it possible to pitch more than one work within one pitch?

Ideally only one work is presented per pitch. However we have had artists/producers use their time to pitch a primary work and then mention another work they have and encourage delegates to find out more about that work on the Digital Platform.

### What are the rates of success in presenting a work as a 5-Minute Pitch versus a 1-Minute Pitch?

This is hugely dependent on the work, its stage of development and your goals for its lifetime. Often with pitches and outcomes the works that are most successful (i.e. securing presenting opportunities both nationally and abroad) are those that have producers/artists invest in the relationship-building 'long-game'. For this reason attending the entirety of the Arts Market and not just the session where you are pitching is important for making meaningful connections and engaging in conversation with presenters who may be interested in your work.

It isn't unusual for a work to have multiple pitches/presentations at the PANNZ Arts Market over a few years - perhaps starting as a 1-Minute Pitch and then as it develops securing longer more experiential pitch opportunities.

While 5-Minute Pitches provide more time on stage to present your work, a well-produced 1-Minute Pitch video alongside you staying at the Market to have follow up conversations can be just as effective. 1-Minute Pitch videos are also uploaded to the Arts Market Digital Platform and remain there for all delegates to see for a full year after the event.



### **Are 5-Minute Pitches recorded and uploaded to the Digital Platform?**

No. However, the work does have its own profile tab on the Platform where videos or trailers can be uploaded. Artists/Producers are able to therefore upload any video relating to their pitch onto this tab.

### **Is it possible to have a 5-Minute Pitch at the Arts Market if I am unable to attend in person?**

PANNZ hasn't had this happen in the past. However, yes, there is no reason why that couldn't happen. We would recommend choosing a trusted person/colleague to attend on your behalf. They can introduce your pitch and close off the pitch with any key elements you'd like conveyed in person. You can use the remainder of the 5 minutes to present a pre-recorded piece. It would be ideal for your nominated representative to stay on for the Market so that they could take any queries / interest in the work on your behalf.

### **How many Wheako Showing opportunities will there be at the 2025 Market?**

Currently PANNZ is planning for 9 Wheako Showings.

### **Are all Wheako Showing opportunities 1 hour long?**

Yes. We had one exception to this in the 2024 Market - Atamira showcased their VR experience which ran across the whole day in 15-minute sessions.

### **What is the difference between a Wheako Showing and a Full-Length Showcase opportunity?**

Wheako Showings are limited to 1 hour only and are not typically in theatre venues. They are pared back (in terms of set and technical production). Full-Length showcases present the work in its entirety (both in terms of length and production values) within the theatre.

### **Should the application come from the artist or the producer?**

The person who is the primary contact for the work should make the application. Once selected, the other creatives (e.g. the artist) can register as a delegate and their profile can be linked to the work.

### **What costs are covered by PANNZ?**

Any costs incurred in preparing for your One and Five Minute pitches will be covered by the pitching artists and producers (e.g. video content creation).

For the Wheako/Experience Showings artists/producers are expected to cover their own presentation costs, with the exception of the venue (if this is provided by PANNZ). The location of each showing will be decided in consultation with PANNZ. These showings are intended to be 'pared back' with minimal technical and set requirements all provided by the artists.

### **Will there be international delegates this year and do I need to submit an international strategy?**

Yes there will be international delegates but this year you no longer need to submit an international strategy. However if you do have one and would like to share it you can send it in.

## **Need help?**

Please email us at: [info@pannz.org.nz](mailto:info@pannz.org.nz) at any time if you have a question or need assistance with your pitch. Our Kaiārahi Māori is able to assist any Māori arts practitioners and companies. Please email [info@pannz.org.nz](mailto:info@pannz.org.nz)