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## sizzle reels: produce before you pitch

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### **practice areas**

entertainment transactions  
intellectual property

In 2010, most producers must bring video to sell their shows. It's no longer enough with just a logline, a treatment and your rep. Now, with lower costs, it's getting much easier to produce "sizzle reels" to better convey your vision. But what are the expectations, conventions, tricks and traps of producing sizzle reels?

Join us to explore the new world of pitching your ideas with sizzle reels.