

# Engineering A Remarkable Outcome

## PRESENTATION BEST PRACTICES



**It is Mark's goal to deliver a dynamic, inspiring, and actionable experience for all participants during the upcoming speech. To help accomplish this, please review the effective presentation strategies below.**

**MARK C. PERNA**  
SPEAKER | AUTHOR | CEO

### VENUE SET UP

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- Theater style works best, with seating close to the stage. If round tables are used, they should start close to the stage.
- Mark does not speak from behind a podium, as he prefers to either walk the stage or the floor in front of the stage (through the audience), depending on the venue and proximity of the participants.

### THE PSYCHOLOGY OF ROOM SET UP

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- If the first several rows (or tables) are empty because the audience chooses to start filling from the back (as they always do), then a psychological distance is created between the audience and the presenter — which greatly reduces the outcome. We want the front completely filled; it is a psychological advantage that promotes a positive outcome.
- To get the maximum benefit from the investment of bringing Mark to your audience, we strongly suggest setting up 20% less seats (or tables) than anticipated. There are always fewer people in attendance than expected. The default is usually to set up more seats than are needed, which actually works against our efforts to achieve a fully engaged, connected, entertained, informed, and motivated audience.
- Many organizations have chairs in reserve — and when they do need to bring them out (after all existing chairs are full), it creates excitement that more chairs need to be added. This increases the energy and enthusiasm in the room and works to our advantage.
- In a venue where the seating number is fixed and is more than the number of participants, putting “reserved” signs on the back tables/seats and requesting that people move up to fill the front accomplishes the goal of bringing the audience closer and creating energy in the room.
- If we are in a venue with fixed seating (such as an auditorium with attached seats, for example), the sides and back should be roped off so that we keep participants focused down front. If 250 participants are scattered throughout an 800-seat auditorium, the result is always greatly reduced because the audience will choose to sit far away and disconnect themselves from the presenter. We must avoid this and ensure a positive outcome by promoting maximum participant engagement.

### TECHNOLOGY

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Mark prefers to use his own PC laptop and slide advance hand clicker (where possible). He will need:

- Wireless lapel microphone — with fresh batteries
- Sound hookup for laptop (HDMI connection)
- Power strip or plug available to plug in laptop
- Where possible, a full-size confidence monitor (40" or larger works great, if available) either on the stage tilted up or in front of the stage on the floor tilted up, feeding the slides back to Mark as he progresses through the presentation. This is important so that he can avoid turning his back on the audience to see the screen. If there are already big screens visible around the room, that setup may also work well instead of a confidence monitor.

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## APPROXIMATELY 7–10 DAYS PRIOR TO THE EVENT

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- Mark will email a 1-page PDF handout to be printed for the event.
- Before Mark's introduction, this handout should be distributed to the audience with the printed side facing up.
- To receive a copy of Mark's slides, audience members will complete the evaluation at the conclusion of the speech by scanning the QR code provided on the handout. They can also access the online evaluation at [markcperna.com/impact](http://markcperna.com/impact).

## ARRIVAL & SET UP

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- Mark will plan to arrive at least one hour (sometimes 75–90 minutes) prior to the scheduled event start time to set up, meet with any tech staff, and ensure we are ready to roll at least 30 minutes prior to start.
- Please have three (3) bottles of room-temperature water available (cold bottles sweat).

## 30 MINUTES PRIOR TO START

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- Mark wishes to be fully set up and ready 30 minutes prior to starting the event so that he can meet as many of the audience as possible. This establishes a connection, as people are always more likely to listen to someone they have met rather than a complete stranger who stands to address them.
- Audience interaction can be significantly enhanced if there are several event organizers on hand who can facilitate introductions to participants (if possible).
- Mark would like background music playing during this time, as that adds energy to the room. Mark prefers to play his pre-set Spotify playlist which he can play through his laptop or iPhone (with dongle).

## INTRODUCTION

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- The introduction, which our team will provide, should be delivered in a warm and energetic style. This will get the audience excited and warmed up for the speech by building a positive expectation.
- 80% of our success that day comes from a warm, genuine, and heartfelt introduction. The goal of the introduction is to foster credibility and open minds. This is critical because it allows Mark to capture their attention at the very beginning and set a highly effective tone.
- Key points the introduction should punctuate:
  - Prior to introducing Mark, please tell the audience that immediately after the presentation, they should complete the evaluation. If they provide their email address and contact information, Mark will email the slides used in today's presentation.
  - Then into the introduction, which should include any firsthand experience working with Mark or having seen Mark speak previously. A personal story of how the introducer was impacted or the benefits received is a great way to start.
  - Mark works with schools, districts, and businesses across North America, with people just like the audience. He's "one of us."
  - The information shared will be valuable not only in their professional lives, but also in their personal relationships.

## WRAP UP

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- After Mark has completed the presentation, please remind participants to complete the evaluations (in full) immediately at [markcperna.com/impact](http://markcperna.com/impact).

**If you have questions about any of these best practices, they can be discussed during our prep call closer to the event date or you may call Mark at any time at 216.215.8115 to discuss.**

**Thank you for your efforts to make this presentation a truly rewarding and positive event.**