

## Creating & Delivering a Successful Presentation

*Ensure a high-quality presentation that positions your company as a thought leader and subject matter expert.*

### ✓ Research

#### ❖ Know your audience

Knowing this information will help you craft a more relevant presentation for the audience. MarTech attendees are primarily marketing professionals looking to learn & leverage technology to improve or streamline their marketing capabilities and returns.

#### ❖ Event Theme

Each event typically has a theme. It is helpful to align your presentation with the event theme.

#### ❖ Review past speakers & topics

Previous event agendas with session titles, descriptions and speakers are available, as well as selected past recordings for your review.

### ✓ Plan your presentation content

#### ❖ Keep your topic narrow in focus

Focus on what the audience will be able to do as a result of your presentation, and be realistic about what you can present in the time allotted, including real-life examples and case studies, and statistics or data that illustrate your key points and showcase your thought leadership and subject matter expertise.

#### ❖ Presentation description

Focus on the benefits. The Title should be clear, concise and benefits-oriented. The description should include a few sentences about the importance of the topic, followed by bullets of what the attendees will be able to do differently or better as a result of watching the presentation.

#### ❖ Get to the point quickly

Keep introductions short and start with an interesting fact or statistic that

jumps in to the presentation topic. Keep your presentation very actionable. Again, include real-life examples and case studies, and statistics or data that support your key points. Don't "sell" the features of your product or service, rather showcase your thought leadership and subject matter expertise.

❖ **Summarize**

Leave your audience with a summary or next steps to help them implement what you just shared with them.

✓ **Slide design and visuals**

- ❖ Avoid too much copy and too many slides. Your slide copy or visuals should enhance the key points the speaker wants to make. You can provide additional resources in the presentation console for the attendee to download for more detailed reference material. Suggest using nothing less than 20pt type and incorporating contrasting colors for good readability.

✓ **Practice**

- ❖ Focus on your delivery, and rehearse what you are planning to say. Try not to appear as though you are reading a script, and remember to smile, make eye contact and don't rush.

*For more details, watch our Sr. Video Production Manager's video:*

<https://martech.org/conference/fall/speaker-resources/#video-guides>