MARK PRESTON

Resources for *event organisers*

The words, photographs and practical details for the people promoting, hosting and running your event.



SEE MARK IN THE ROOM

Watch a buying decision put to a live audience.

Play the showreel | 2:28

Before you book, speak directly with me.

Tell me who's coming and what you'd like them to do differently afterwards. Between us, we'll settle the session, timings, my fee and the expenses you'll cover, including travel and accommodation. We'll agree the total before you commit.

Arrange a call with Mark **me@markapreston.com**

"Working with him is just a joy."

David Hyner booked Mark twice for his professional speaker mastermind.

Watch David's testimonial

FOR PUBLICITY

Speaker biographies

Copy the length that fits your event listing. All three are written for publication in the third person.

50 WORDS

Mark Preston co-owns businesses where winning the next customer is his job. A former mechanic, he has worked in customer growth since 2001. In his talks and workshops, Mark puts people in the buyer's shoes to work out why an enquiry went quiet and what they could change next time.

100 WORDS

Mark Preston started out repairing cars and agricultural machinery. Today he co-owns businesses and still has to work out why one customer buys while another walks away. Since 2001, he has built a franchise network, helped independent optical practices attract patients and worked on winning broadband customers without buying ads. He is a Customer Growth Partner and the author of Connect Those Dots. In a talk, Mark gives the audience a buying decision to make. In a workshop, he takes an enquiry someone remembers and helps the room work out what the buyer needed and what to try next time.

200 WORDS

Mark Preston's first job was fixing cars and agricultural machinery. Before you started replacing parts, you had to find the fault. It is a habit he still relies on when someone tells him they need more customers.

In 2001, Mark taught himself to build websites. He built more than 120 and sold the enquiries they generated to local businesses. He sold that business to fund an agency. When the agency lost a major client in the recession, he had to close it. He went on to build a digital marketing franchise with more than 50 franchisees before selling it.

Today Mark co-owns businesses where he still has customers to win. At Olilo, that can mean understanding why someone who has spent hours setting up their broadband router wants to keep it. At Hakim Group, it meant following a patient from finding an optician to booking an appointment.

Mark is a Customer Growth Partner, speaker and author of Connect Those Dots. In his talks he asks people to make the buyer's decision for themselves. In workshops he starts with a sale somebody in the room thought they had won, then helps the team agree what to change before the next enquiry.

FOR THE EVENT PROGRAMME

In-person talks

Use the agreed title and description on your event page. Each talk can be delivered with slides or as a conversation with the room. A typical slot is 45 minutes. We'll agree the timing together.

How to Win the Customers Your Competitors Pay to Reach

How do you win a broadband customer who already has a connection and could switch to any number of competitors? At Olilo, Mark Preston had to answer that without buying ads. Follow a buyer who wants to keep their own router and see where a supplier could lose the sale before they even hear from them.

AUDIENCE TAKEAWAY

Identify one question your buyers are asking and the proof they need before they get in touch.

AI Mentioned Your Business. Who Got the Sale?

An AI tool has shortlisted three suppliers. You have your own money to spend. Which one gets your call? Mark Preston asks the room to compare what each supplier says about price, experience and what happens next. Then you hear what made the person in the next seat choose differently.

AUDIENCE TAKEAWAY

Take one buyer question back to your own website and test whether the answer gives someone enough confidence to choose you.

How Do You Stay Local at 500 Locations?

A patient has found a local optician online. Who makes sure they can actually book? Mark Preston helped build the growth team at Hakim Group as it grew from around 65 optical practices to over 500. Follow one patient through the handover between head office and the practice, then decide who is best placed to help.

AUDIENCE TAKEAWAY

Choose one decision to keep local, one to share across the network and an owner for the handover.

FOR THE EVENT PROGRAMME

Interactive workshops

Use the description for the session you have booked. We can work with colleagues from one business or delegates from several businesses.

HALF DAY

Solving Your Customer Growth Challenge Together

Bring one enquiry, lost sale or missed booking. Mark Preston works back through the conversation with the room. What did the buyer ask? What did the business assume? What could you change before the next enquiry comes in?

WHAT PEOPLE LEAVE WITH

A short action list, a named owner and one change the team can try tomorrow.

FULL DAY

Solving Your Customer Growth Challenges Together

Bring two or three connected challenges. Trace where the same buyer gets stuck, choose what to change first and rehearse it with someone playing the customer. The room uses what it learns from that conversation to refine the change and decide how to put it into practice.

WHAT PEOPLE LEAVE WITH

A rehearsed change and a 30-day plan with owners, priorities and a review date.

A line for the joining email

Think of a sale you thought you'd won. What did the buyer ask, what did you send back, and when did it go quiet? You can change the details and leave out customer names and figures.

FOR THE PERSON INTRODUCING MARK

Host introductions

Pick the script for the session. Each takes about 30 seconds at a conversational pace. Read it aloud once before the doors open.

FOR A TALK

Think of the last customer who chose you. What tipped the decision? Our next speaker still has to work that out in his own businesses. Mark calls his framework Connect Those Dots. It links what you promise, why a customer trusts you and what you actually deliver. Today, you get to sit in the buyer's seat. Please welcome Mark Preston.

FOR A WORKSHOP

Think of a sale you thought you'd won. You sent the price and everything went quiet. Keep that one in mind. Mark calls his framework Connect Those Dots. It links what you promise, why a customer trusts you and what you actually deliver. Today, you'll use it to work out what to try on your next enquiry. Please welcome Mark Preston.

The handover

Finish on Mark's name and cue AV. Step away from the mic as the music starts. The original 16-second hook carries him on to the stage and fades for his first words.

FOR THE VENUE AND AV LEAD

Sound and room setup

Use the section for the format you have booked. Send me the proposed setup before the event so we can agree what will work in your room.

Every session

Agree the running time, room layout, access arrangements, soundcheck time and on-site contact with me. I move around and talk to people. Give me a clear route, good sightlines and lighting that lets me see the audience. A lectern is optional.

Sound and audience questions

In an amplified room I prefer a wireless headset or lapel mic. A wireless handheld is a useful backup. Agree how people asking questions will be heard, including anyone using a hearing loop or captions. In a smaller room we can agree a simpler setup.

Talk with slides

Provide a screen the whole room can see. Plan for 16:9 slides, a presentation clicker and a compatible screen connection. Agree who supplies the laptop, the file format and when AV needs the deck. Test the actual files and any playback together.

Conversation without slides

A screen and clicker are unnecessary for this format. Arrange seats so I can see and hear contributions. In a larger room, agree who will carry a microphone to the audience.

Interactive workshop

Arrange seating so people can talk in small groups and write. Agree access routes and a way to capture actions, such as paper and pens or a flipchart. Confirm numbers, breaks and any materials with me on the call.

Photography, filming and playback

Agree photography, recording, streaming and any reuse with me before the event. Keep private workshop examples off camera unless everyone concerned has agreed. If we choose music, soundcheck the supplied cue so my first words are clear.

FOR THE ORGANISER

Before our call

Bring what you already know. It is fine to leave things open for us to decide together. An editable brief and a written recap template are included in the pack.

Event and contacts

Event name, date, venue and town. Who is booking, who is hosting and who is the venue or AV contact?

Who will be in the room?

Approximate numbers, roles and what brings these people together. Is it one team or delegates from different businesses?

What would make it worthwhile?

What are people finding difficult? What should someone be able to do differently when they get back to work? One anonymised example helps.

Session and running order

Which talk or workshop? Slides or a conversation? Start and finish, what comes before and after, and time for questions.

Room and access

Layout, sound, presentation equipment and any adjustments that would help people take part. Describe the adjustment rather than sharing medical details.

Budget and expenses

What's your speaker budget? A figure or range is fine. Does that figure include travel and accommodation? Agree the fee, expenses and total directly with Mark before booking.

Publicity and recording

Who needs the photos or listing copy, and by when? What photography or recording is proposed, and where would it be used?

FOR DESIGN AND MARKETING

Photographs and logo

These files can accompany publicity for an event featuring Mark Preston. For another use, a different crop or a large-format print, contact Mark before artwork is signed off.



Speaker portrait

3800 × 3800 px | JPG

A square portrait of Mark speaking in a dark blazer. Photo credit: Darren Robinson Photography.



Mark speaking on stage

2150 × 2872 px | JPG

Mark with a microphone, gesturing towards the room. The simple background suits an event listing or delegate programme.



Mark on stage, landscape

2970 × 1671 px | JPG

A wide photograph of Mark speaking beside a lectern. The open space to his right works well in a landscape layout.

Speaker logo

2172 × 724 px | transparent PNG

Use the full logo, including Customer Growth Speaker. Place it on a light background and keep the original proportions.

Video for sharing

Use the supplied showreel poster with a link to the film. The caption file is included for a player that accepts WebVTT. For a screening copy, or for photography credits requested by a publisher, email me.

Watch the showreel **Email Mark**

FOR THE SOUND DESK

Mark’s walk-on cue

Mark walks on to the hook from his own song, Connect Those Dots. The host introduces the Connect Those Dots Growth Framework® before the track starts.

STAND BY

GO on “Mark Preston”.

Play the file once as the host says his name and the applause starts.

Soundcheck

Load Mark-Preston-Customer-Growth-Walk-On.wav. It is stereo, 48 kHz, 24-bit PCM. Check the music level from the back of the room. Agree a visual cue with Mark if his walk is shorter than expected.

0:00 to 0:13

Let the hook play as Mark walks on. The host steps away from the mic so there is room for the music and applause.

0:13 to 0:16

The final bar fades to silence. Bring up Mark’s live mic for his first words. If he reaches his position early, follow his signal and fade smoothly.

Recording

The original 16-second walk-on, taken from about 2:47 to 3:03 in the 3:25 recording on connectthosedots.com/song.

Use at your event

This file is supplied for walk-on playback at a confirmed Mark Preston event. Agree any use in a livestream, recording or publicity edit with Mark separately.