



Event Intro Script – Mark Preston: The Digital Growth Speaker for Founders

Purpose:

To provide event organisers and MCs with a clear, professional introduction that sets the stage for Mark's talk and ensures the audience is engaged from the first moment.

Introduction Script

[MC / Host Reads]

Our next speaker is someone who has been helping businesses grow in the digital world since 2001. Over the past two decades, he's not only built and scaled his own companies - including transforming a local agency into a UK-wide digital marketing franchise network with zero paid ad spend - but he's also advised and trained founders, startups, and scaleups across the UK, USA, and Europe.

Mark Preston is the founder of Founders Growth Partner, where he partners directly with founders as a growth advisor - not charging a monthly fee, but taking a minority equity stake, meaning he's truly invested in their success. He's also a best-selling author, international speaker, and a trusted voice on what it really takes to achieve growth without waste.

Today, Mark is here to share real-world insights that will help you cut through the chaos, focus on what actually drives growth, and leave with actionable steps you can implement immediately.

Please join me in welcoming **Mark Preston - The Digital Growth Speaker!**

Key Notes for Organisers

Duration:

The introduction is designed to take approximately **60–90 seconds** to read aloud.

Tone & Energy:

- Warm, confident, and upbeat - to set the right tone for Mark's practical but energising delivery.
- Avoid rushing; give the audience time to take in his credibility before he begins.

Customisation Options:

- Add a short reference to the specific event or audience, e.g.:
"At [Event Name], we know founders are facing more growth challenges than ever before - and Mark is here with proven answers."
- If the talk is based on one of Mark's specific titles, include it in the last sentence:
"...and today he'll be delivering his keynote, 'The Founder's Filter: How to Cut Through Chaos and Focus on What Actually Drives Growth.'"

Supporting Media

Bookers are encouraged to:

- Display **Mark's logo** and headshot on the event holding slide while the MC delivers the intro.
- Include his name and talk title clearly on-screen before he begins.
- Provide a **post-introduction applause cue** to energise the transition.

Booking & Enquiries: me@markapreston.com

Website: www.digitalgrowthspeaker.com

This script ensures your audience meets Mark with the right anticipation and context - setting up a strong, professional start to his session.