Before you come in: the presenter's pack

Everything to do before a studio day, in one pack to print and tick off.

Five parts, in the order you need them. Work through the first part the week before, then fill in the rest as you prepare. Each part starts on its own page so you can print only what you need.

Part 1 of 5: Before you come in

The week before, the day before and the morning

The week before

- [ ] **Take the twelve-question camera-ready self-assessment. Start on the first area where you answered no.**
- [ ] **Rehearse your opening and your close out loud, timed. Do it once a day, and record one run.**
- [ ] **Cut your notes to keywords, one card for each section. Full sentences make the audience hear reading.**
- [ ] **Confirm your arrival time and the name and number of the person meeting you.**

The day before

- [ ] **Pack your kit: notes, a charged phone, the presentation on a memory stick or in a cloud folder you can open offline, and any props.**
- [ ] **Choose two outfits. Wear the one that suits you, and keep the other in case the first does not work under the light. Avoid small checks, narrow stripes and plain white.**
- [ ] **Check your route and your parking. There are fifteen parking spaces on site.**
- [ ] **Eat a light meal and sleep. A rested run-through at 9 in the morning beats a rehearsal at 11 at night.**

The morning

- [ ] **Warm up for ten to twenty minutes, using the routine you practised.**
- [ ] **Do the 3-4-5 breath before you go on: breathe in for three, hold for four, breathe out for five.**
- [ ] **Drink room-temperature water, and leave out fizzy drinks.**
- [ ] **Arrive with time to find your mark, check where the light falls on your face and read the autocue if you are using one.**

What to expect at the barn

- Opening hours: Monday to Friday 09:00 to 20:00, and Saturday and Sunday 10:00 to 16:00.
- Included with every hire: a dressing room, a client viewing area, coffee and fibre internet.
- There are no windows, skylights or roof lights in the building, so the light on your face is set by the lighting, not by the time of day.
- Ask for time on the set before the camera rolls, so you know where to stand.

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Part 2 of 5: The presenter's grab bag

Tape this checklist inside the lid and pack the bag the same way every time.

Cables and adapters

- [ ] **Cable or adapter for the room's screen**
  Check which connector the screen takes before you leave home.
- [ ] **A spare of each cable and adapter**
  Label the adapters with a strip of tape so they go back in the same pocket.
- [ ] **Long extension lead**
  Useful when the only socket is across the room.

Power

- [ ] **Laptop charged the night before**
- [ ] **Laptop charger in the bag**
  Keep it in the bag even if you think the battery will last.
- [ ] **Clicker with spare batteries**
  Test the batteries in the clicker before you leave.

Notes and paper

- [ ] **Printed notes in large type, one or two sheets**
  Keywords and bullets, not a script.
- [ ] **Pen**
  Notes on paper still work when everything else has failed.

Backups, in more than one place

- [ ] **Slides sent to the organiser ahead of the day**
  Ask them to confirm they have the file.
- [ ] **Slides on a memory stick in the bag**
- [ ] **Slides in cloud storage you can open from any device**
- [ ] **Your own laptop, even if the room has one**
  Check that it connects to a screen before you leave home.

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Part 3 of 5: Know your audience

The answers decide your opening, your examples, your length and what you can safely say. Anything the organiser cannot answer is a question to raise again before the day.

Who is in the room

- [ ] **Who is in the room, and what are their roles and seniority?**
  An organiser who knows the mix can usually tell you.
- [ ] **Which sector are they from?**
- [ ] **How many people are expected?**

Previous speakers and the programme

- [ ] **Can I have the names of previous speakers?**
  Watch their recordings or read any feedback.
- [ ] **Can I have the programme?**

Your slot and the running order

- [ ] **What is my exact slot, and how long is it?**
- [ ] **What comes immediately before and after me?**
  Timings in event guides and social posts often differ, so confirm on arrival.

The stage

- [ ] **What is on the stage: the screen, the microphone, the lighting and any furniture?**

Filming and streaming

- [ ] **Is the session filmed, streamed or recorded?**
- [ ] **Who owns the footage?**

The introduction

- [ ] **Who introduces me?**
- [ ] **Can I write the introduction myself?**
  See the template 'Write the introduction the MC will read'.

Questions

- [ ] **Is there a question session, and how is it run?**

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Part 4 of 5: Record yourself and review

Record every presentation, even if it is audio only. Watch in three passes, and note what you see and hear, not how you feel about it.

Pass one: sound off, for body and eyeline

- [ ] **Tics and fidgets (note the count each time)** _____
- [ ] **Eyeline: where did you look, and for how long?** _____
- [ ] **Hands and posture** _____
- [ ] **Movement that pulled attention away from the point** _____

Pass two: sound on, for words and pace

- [ ] **Pace: where did it change, and why?** _____
- [ ] **Filler words (note the count: um, so, like)** _____
- [ ] **The opening** _____
- [ ] **The close** _____
- [ ] **Reactions: did you wait for a response from the audience or the camera?** _____

Pass three: picture off, for the voice alone

- [ ] **Clarity of the voice on its own** _____
- [ ] **Where the voice dropped or lost energy** _____

Score each area from 1 to 5

Area	1	2	3	4	5
Eyeline	☐	☐	☐	☐	☐
Body and fidgets	☐	☐	☐	☐	☐
Pace	☐	☐	☐	☐	☐
Filler words	☐	☐	☐	☐	☐
Opening	☐	☐	☐	☐	☐
Close	☐	☐	☐	☐	☐
Reactions	☐	☐	☐	☐	☐
Voice	☐	☐	☐	☐	☐

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After the review

- [ ] **Choose three changes, ranked by how much each would help the audience.**
- [ ] **Write one thing that worked, and keep it.**
- [ ] **Rehearse only the three changes in the next run.**

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Part 5 of 5: Introduce yourself in 60 seconds

The introduction is not your biography. It sets up everything you say next, so the room knows why you are holding the microphone. Write four short beats, read them aloud, and cut until the whole thing fits.

Four timed beats

Beat	Time	What it does, and your words
1. Name and promise	About 10 seconds	Your name, then one sentence on who you help and with what.
2. Credibility	About 15 seconds	One or two facts that earn the next minute. Pick the most relevant.
3. A short story	About 25 seconds	One specific moment: the situation, what you did, and what happened next.
4. Link to the room	About 10 seconds	One sentence that connects your story to what the audience cares about today.

Target: about 60 seconds in all. Read it aloud with a timer, and cut the credentials first if it runs long.

Read it aloud

Run	Time	Over or under	What I cut
Standing up			
With your phone recording			
To someone who does not know your work			

Common mistakes

- Starting with an apology or a filler. Start with your name.
- Listing every job since school. One credential that matters beats five that do not.
- Relying on a joke. A short true story does the same job with less risk.
- Rehearsing only in your head. You only hear the problems out loud.

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