

# MARK JEFFRIES

## As Event Moderator and Host

### Background & Bio

Author, and Former Merrill Lynch stockbroker Mark Jeffries has become a trusted adviser and strategic communications consultant to some of the world's largest and most successful corporations and partnerships.

His Blue Chip clients include:

- Ernst & Young
- IBM
- Cognos
- Software AG
- Microsoft
- Royal Bank of Canada
- Roche
- SAS
- Century 21
- McDonalds

He is also a popular speaker with a "hugely entertaining" and "immensely practical" keynote presentation entitled **"The Art of Business Influence."** A toolbox of innovative communication, networking, language and persuasion techniques.

Mark has spoken in front of more than 80,000 people and has hosted over 100 major conferences across the USA, Canada, Australia, Asia and Europe.

Companies bring in Mark Jeffries to add to the success of their client and team events.

How Mark's presence benefits your overall event:

- An experienced, professional and entertaining approach.
- An external, business-focussed credibility.
- He always keeps the audience switched on and involved and introduces elements of his keynote into transitions and breakouts.
- He is dedicated to growing the success of your event, ensuring all key messages are remembered and that your Executive Team shines.
- If required, Mark will share a valuable array of event ideas from networking activities to innovative ways to run content based panel.



### Panels, transitions, Q&A and more.

#### Mark's role as moderator or host is always to make you and your executives shine.

He is there to make sure the right questions get asked so you can deliver the perfect message.

He adds value, energy and humor to all the proceedings - becoming the audience's 'friend' on the stage - summarizing content, guiding interaction, encouraging conversation and ensuring timely breaks, starts and ends.

Mark has hosted many Staff, Partner, reward and Customer events all over the world.

He is trusted to positively magnify the top team, enhance the key messages and add useable ideas and tips on great communication.

#### What the clients say:

*"In front of our multi-national audience of more than 2,000 people, Mark Jeffries displayed a rare ability to connect with everyone..."*  
**Jane Baird - IBM**

*"Mark Jeffries took our people event from good to great - a real asset and we will use him again"*  
**Kevin Taquinto - Software AG**

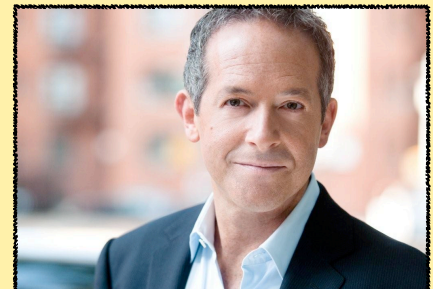
*"Mark was able to perfectly connect our sales and marketing people to our message - with ideas, humor and style."*  
**Dennis Allan Progress Software**



Mark is a regular guest on NBC's Today Show discussing networking and communication techniques to help viewers get ahead in the business and social world.



Mark's event specialty has become running very 'watchable' and effective panel discussions & 'Fireside Chats' - asking conversational and informed questions designed to get the message ... explained, appreciated and remembered.



### Mark Jeffries

Communication Expert, Host & Author of **"What's up with your handshake?"**

and (Published in July 2010)  
**"The Art of Business Seduction"**