

# EXTREME

## AMBASSADOR MANUAL

**The Mars Society**



# URGENCY

Background graphic  
by James Burk

## MISSION STATEMENT:

The Mars Society Ambassador Program is designed to serve as a professional team of people dedicated to elevating public awareness of our mission to land humans on Mars within this decade and begin settling the red planet.



Click on image to access  
Ambassador video

## Mars Society Founding Declarations:

***We must go for the knowledge of Mars.*** Our robotic probes have revealed that Mars was once a warm and wet planet, suitable for hosting life's origin. But did it? A search for fossils on the Martian surface or microbes in groundwater below could provide the answer. If found, they would show that the origin of life is not unique to the Earth, and by implication, reveal a universe that is filled with life and probably intelligence as well. From the point of view learning our true place in the universe, this would be the most important scientific enlightenment since Copernicus.

***We must go for the knowledge of Earth.*** As we begin the twenty-first century, we have evidence that we are changing the Earth's atmosphere and environment in significant ways. It has become a critical matter for us to better understand all aspects of our environment. In this project, comparative planetology is a very powerful tool, a fact already shown by the role Venusian atmospheric studies played in our discovery of the potential threat of global warming by greenhouse gases. Mars, the planet most like Earth, will have even more to teach us about our home world. The knowledge we gain could be key to our survival.

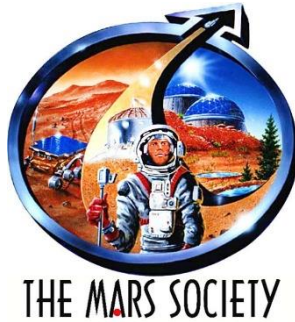
***We must go for the challenge.*** Civilizations, like people, thrive on challenge and decay without it. The time is past for human societies to use war as a driving stress for technological progress. As the world moves towards unity, we must join together, not in mutual passivity, but in common enterprise, facing outward to embrace a greater and nobler challenge than that which we previously posed to each other. Pioneering Mars will provide such a challenge. Furthermore, a cooperative international exploration of Mars would serve as an example of how the same joint action could work on Earth in other ventures.

***We must go for the youth.*** The spirit of youth demands adventure. A Humans-to-Mars program would challenge young people everywhere to develop their minds to participate in the pioneering of a new world. If a Mars program were to inspire just a single extra percent of today's youth to scientific education, the net result would be tens of millions more scientists, engineers, inventors, medical researchers, and doctors. These people will make innovations that create new industries, find new medical cures, increase income, and benefit the world in innumerable ways to provide a return that will utterly dwarf the expenditures of the Mars program.

***We must go for the opportunity.*** The settling of the *Martian New World* is an opportunity for a noble experiment in which humanity has another chance to shed old baggage and begin the world anew; carrying forward as much of the best of our heritage as possible and leaving the worst behind. Such chances do not come often, and they are not to be disdained lightly.

***We must go for our humanity.*** Human beings are more than merely another kind of animal; we are life's messenger. Alone of the creatures of the Earth, we have the ability to continue the work of creation by bringing life to Mars, and Mars to life. In doing so, we shall make a profound statement as to the precious worth of the human race and every member of it.

***We must go for the future.*** Mars is not just a scientific curiosity; it is a world with a surface area equal to all the continents of Earth combined, possessing all the elements that are needed to support not only life, but technological society. It is a New World, filled with history waiting to be made by a new and youthful branch of human civilization that is waiting to be born. We must go to Mars to make that potential a reality. We must go, not for us, but for a people who are yet to be. We must do it for the Martians.



# **The Mars Society Ambassador Manual with presentation guidelines**

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Many people are not aware of the phenomenal, real-world missions now underway to the Moon, Mars and other solar system destinations. How would you like to be the person who connects with the general public to lift their awareness and open doors to reveal the plans for a spacefaring civilization?

As strange as that may seem to those of you who have held these visions for so long, there is a world of eager listeners waiting to be enlightened. Many of these people do not even know that the greater part of our future lies in space. You can step forward and be an agent for change.

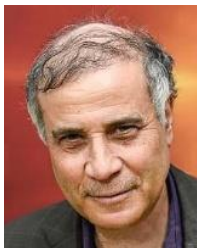
This manual provides an overview on how to deliver the facts, figures and timelines that will ignite a spark to entice people to be curious about their future.

If we are going to continue to grow as a civilization, there are certain elements that will allow success to evolve more easily. We can and must learn vicariously. It is a process that we have relied upon for years. Your experience is valuable. Sharing it is even more valuable. This is a philosophy by which we can all grow and benefit. As Francis Bacon said, *“Knowledge is power.”* It can pave the way for an existence of an entirely new experience for humanity.

*“Only those who risk going too far can possibly find out how far they can go.”*

*–T. S. Eliot*

## ***A Message from Dr. Robert Zubrin, Founder & President of The Mars Society***



*Today, technology has arrived at a level where we have the means to fully explore our solar system. We also have the resources, the ability, and the tools needed to make our vision of settling the planet Mars a reality—an achievement never before realized. Our challenge now is to convey this information with the global community on a grand scale.*

*Our Ambassador program is designed for this purpose. We have a limited window of time to accomplish this, as Elon Musk of SpaceX so powerfully said, “With Extreme Urgency.” Become a Mars Society Ambassador and meet the challenge to inform and inspire the world.*

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**THE MARS SOCIETY AMBASSADOR  
PROFESSIONAL CONDUCT, PROCEDURES, POLICIES AND CRITERIA**

Those intending to hold the title of a Mars Society Ambassador agree to:

1. Abide by The Mars Society Bylaws, Code of Ethics, Professional Conduct, Policy and such other policies or procedures as may be adopted by the Board of Directors.
2. Commit to a one-year, June to June, renewable Ambassador title.
3. Attend a minimum of one Mars Society Convention or agree to attend the next scheduled convention either personally or virtually.
4. Active member in good standing of the Mars Society.
5. Participate in a one-hour introductory Zoom meeting with questions and answers. You will receive the Zoom link by email. If you are not able to attend, the session will be recorded for viewing at a later date.
6. Arrange and present a minimum of three, 30 minute, in-person or virtual presentations on Mars topics per year, with validation. Live personal presentations are preferred, however a Zoom or other virtual presentations would be acceptable.
  - Prior to presentation, submit a program overview, including handouts, PowerPoint file, video and/or audio, if applicable, to be reviewed and approved by the Education Department of the Mars Society.
  - **The mission and Humans to Mars vision of the Mars Society must be incorporated into the presentation:**  
<https://www.marssociety.org/about/>  
**About:** The Mars Society, established in 1998, is a worldwide space-advocacy non-profit organization driven by management, volunteers and chapters dedicated to promoting the human exploration and settlement of the planet Mars.
  - Other options for community-based exposure are always encouraged and subject to approval.
7. Study the *Ambassador Manual* which provides valuable support in delivering information to an audience including a speaker's Professional Conduct, Speaking Ethics, Audience Warm-up, Humor, Handling Questions, Beginnings and Endings and Presentation Review.
8. Review video provided, *Why Mars? Why Now?* with PowerPoint graphics as a format for your personal presentation use and adaptation.
9. Provide an audience review after each talk to the Mars Society educational committee. A Presentation Review form is located on the last page of the Ambassador's Manual. (Any talk that is worth giving is worth reviewing.)

10. Accept the Ambassadorship as a volunteer position unless otherwise arranged.
11. Sign agreement of acknowledgment to accept all of the procedures, policies and criteria outlined by The Mars Society.
12. Meet the minimum age requirement of 21 years.
13. Have a sincere interest in the Mars Society's goals, missions and achievements.
14. Have a desire to share knowledge on space exploration and settlement.
15. Demonstrate an ability to circulate information and engage audiences.
16. Have the initiative, creativity and passion to involve the local community in The Mars Society's Humans to Mars focus and space exploration efforts.
17. Expand the geographic regions for global representation of the Society.
18. Initiates contacts with local institutions for participation and support.
19. Keep current with the Ambassador Program emails, social media & web postings.
20. Inspire community youth to engage in STEM and STEAM education and careers. *STEM, (Science, Technology, Engineering and Math). STEAM, the same as STEM, but adding the Arts of all media and forms, i.e. the Art of communication),*
21. Submit a completed presentation proposal as defined in item 6.
22. Report on events conducted in a timely manner.
23. Adhesive Logo Patch to be worn during Mars Society presentations.
24. Follow the guidelines in the Ambassador Manual some of which include: No political or religious dialogue is permitted. Answer questions when able, if not able, offer to research an answer. Must not enter into harsh interactions with the audience.
25. Maintain a Mars Positive (+) attitude.

By becoming a Mars Society Ambassador, you will find new and exciting ways to share your knowledge with others in the community. You will also elevate the level of awareness of the general public in areas that will benefit our future on Earth and beyond.

*"The settlement of Mars is one of the greatest  
human endeavors possible in our time."*

*—Dr. Robert Zubrin*

*Founder and President of The Mars Society*

## GUIDELINES FOR EFFECTIVE PRESENTATIONS

What is a presentation? A lecture? A seminar?

What is the difference between a speaker, a facilitator and a trainer?

How can you check your progress and audience response?

### AUDIENCE BONDING

Create an atmosphere of togetherness. “**WE** are giving a program.” Yes, you and your audience are in this together. Suggest a partnership rather than a performance, a linkage rather than a confrontation. Speak of “We” not “I”. Speak of their needs, not of yours. Speak about them, not about you. Personal stories are great, but only short and to the point.

*“If you want the lightening, you must lighten up” - Jack Lemmon*

“Perfect moments” may sound abnormal, but they are very easy to identify. When an experience is shared with your audience, they become part of the experience. Allow that to happen: How would you feel? What lesson would you learn? Has this happened to you?

### REMEMBERING YOUR TALK

Note pads, 3x5 cards, storyboards. Use pictures for outlines. When practicing, lay it out like a game board. Pictures last much longer in the mind, and they take less effort than writing. You can also show your story script to yourself as you speak.

**Suggestions:** Jot down basic points to cover. Visualize the points with your graphics (rough sketches). Create a pathway to your route with arrows or big numbers. Keep everything on one surface. You may want to add pictures as memory pegs.

### BEGINNING

See notes at the end of this manual. Be careful of complimenting the audience too often. Make a compliment sincerely. Be eager and enthused. Today’s audiences are very sophisticated.

### POSITIONING

Stand. Why? Find an excuse to stand. How? Have you ever heard of a **Sitting** ovation? **Sit** down for what you believe in. **Sit** down and be counted. Did you ever hear of an attorney **sitting** down to deliver a closing argument? Even newscasters present themselves with a **stand-up kind of sitting**.

Standing points: You can move to keep them awake. Make eye contact with everyone. You can use visual aids, but remember, you are the most significant. When standing, you become more memorable. When you sit you give up more than half of your ability to be remembered.

**How to stand:** Select a spot to go to immediately after being introduced. Keep both feet flat on the floor, even before and as you are being introduced. Move briskly to your location. Look at the audience. Keep active and mobile, but do not pace back and forth.

**Personal meetings:** Find a reason to stand. This could be the need to use a chart or audio/visual equipment. Then remain standing. If you are all sitting, someone else only needs to get up to signal that the meeting is over. When you are standing, you are in charge.

## **AUDIENCE WARM-UP**

Lights! Camera! **TERROR!** How to handle fear. Focus on a friend and lock in. Build relationships. How? Engage the audience by saying something like, "How many people would like to have more fun in life?" "How many would like to go to Mars?" "How many have heard me speak before... how many don't care?"

**Awkward questions:** Remember, you can't please everyone, so don't ask about the lighting, the temperature, their comfort, or if everyone can see this chart? You can show concern by moving an easel forward a few feet. Make sure you have checked it out, but this may be part of your strategy. This shows flexibility. You're involving them in a gentle way.

## **COACHING**

Identify someone who will provide you with constructive comments. You want sincere comments, not all praise. You want to gain insight into every presentation so you can enhance future programs.

## **CONFIDENCE BUILDING**

If you are nervous, don't announce it. Your audience won't know unless you tell them. Nervousness can provide benefits that will be obvious, like a rush of adrenaline. Create your own warm-up routine. Other points to remember:

1. Take a brisk walk or exercise if possible before your talk. You might want to make an audio recording of your presentation and listen to it a few times.
2. Don't sit with your legs crossed.
3. Twirl your wrists and shake your fingers loose.
4. Relax your shoulders,
5. **Breathe deeply.**

## **FOLLOW YOUR INTUITION**

Listen to that small voice within when you are speaking. Don't hold back, but don't ignore that voice. Open up rather than close up. Respect your resistance. The presenter's best chance to be confident is by offering his or her knowledge, talent, ideas and wisdom openly with a heartfelt desire to help.

## **BODY LANGUAGE**

Hands often speak louder than words. Hand to face gestures depict insecurity. It's best to just keep your hands off of your face.

What to do about hand movements? First, be natural and be aware of what you are doing. 55% of who we are is conveyed through body signals. Only 7% of what is said is heard through words and 38% is heard through the feelings behind the words.

Also, don't point at the audience...it feels to them like an accusation. Use a more closed-hand gesture to make a point. When seated, or on a panel, keep your hands quiet...don't twirl your thumbs or pick at your finger nails. It doesn't send a confident message. Finally, a good rule of thumb: stomach in...chin up...shoulders back. Can't go wrong with that!

## **THE NIGHT BEFORE**

Room set-up is vital. If possible check out the room and the platform. Reposition the stairs to the stage if needed and appropriate. After your room check, put your mind at ease. Practice positive self-imagery. Don't make changes in your talk on the day of the event.



## **TV MENTALITY**

People will bring their TV mentality to your presentation. Have something for them up front to capture their attention, or otherwise they will ZAP you out in the first 90 seconds with their remote.

Ask yourself how would your presentation play on television? Would you watch it or zap it in the first five seconds? The human brain is the biggest zapper of them all. It can do to a "live" presentation exactly what your remote control can do to a tedious piece of TV programming. Only the brain simply disconnects and starts to daydream.

We live in a 60-minute wonder world. People want news network timing with entertainment pizzazz.

The public has become used to sound bites of information which only last seconds or minutes at the most. A person's attention span has diminished considerably over the years.

1. Think of your presentation in scenes or vignettes.
2. Plant an attention statement in every scene. "Let me make a point here."  
"Here's one really important idea to remember." (Not, "Don't forget.")
3. Use different audio/visual techniques to segment your presentation.
4. Change presenters occasionally if you have the staff.
5. Use the whole room as your theater.
6. Give each segment its own headline.
7. Use colors in your graphics to capture attention in your segments.

You know your material, but your audience may not. Your A/V must help clarify your talk. You may want to open your program or a segment of your presentation with this Emmy-awarding-winning videographer's video. It will capture the attention of your audience:

[\*\*We Go to Mars - Join the Mars Society! - video - YouTube\*\*](#)

## **PODIUM OR LECTERN**

The stage or platform from which you present is the podium. The structure upon which you lay your notes is the lectern. A lectern can affect your presentation—so use it properly. If it's too tall, you disappear and are invisible to some members of the audience. A small riser can help. Lecterns are often just billboards for a hotel or organization. A lectern is helpful for notes, but experiment with moving to the side once in a while to connect with your audience.

## **KEEP ON THE MOVE**

When a speaker doesn't move, it makes it difficult for any well-meaning audience to pay wholehearted attention. Static speakers produce lethargic audiences. So, why move?

1. It proves you are energetic.
2. It forces your audience to keep their eyes open.
3. You are reducing stress while moving.
4. You have a legitimate excuse to pause and collect your thoughts. A little silence can be a wonderful experience. Silence is power, it is an attention getter. Use it before making a statement that you really want heard. Rather than standing there with your mouth open saying, "Ah", fill that dead space with SILENCE. You'll be surprised at the results.

## QUALITY PRESENTATIONS

As you deliver your talk, keep in mind that you have an exciting topic. In the next few years, space travel, including the human settling of Mars, will be on the forefront of every news report worldwide.

You have information that is needed and you will be delivering it to an audience who is receptive and interested. Your topic can cause them to look at their future with fresh eyes.

1. Be prepared and know your subject.
2. Believe in what you are presenting.
3. Approach your work with conviction and sincerity. You have valuable information to share.
4. Read your audience. Are people paying attention? Get them involved with audience participation, (AP). Ask them a question. Example: Has anyone read *The Case For Mars* by Dr. Robert Zubrin? How many of you have been to the Johnson Space Center in Houston?
5. Be enthusiastic! ☺
6. Leave something your audience will remember to trigger the experience.

Example: A handout, a phrase, or a vision.

## AUDIENCE CHEMISTRY

Do they get involved? Do they respond? Do they ask questions? How to build chemistry with your audience depends upon your approach:

1. Seek out individuals in your audience to acquire eye contact. Then detect a smile, a nod of agreement and continue with your delivery.
2. Speak with your audience, not above or below them. Don't think of them as beneath you. This is sure way to lose any chemistry that you may have gained.
3. Let your body and voice demonstrate your enthusiasm for your subject and your interest in your audience.
4. Stay on top of your work by making presentations often. Keep the edge by researching, observing and presenting.

## HOW TO PRESENT PRESENCE

1. Walk briskly and with a purpose and stand tall.
2. Talk about them, not about you.
3. Be decisive and well prepared.
4. Move from the lectern into your audience to make a point. Even a few steps forward can be helpful.
5. Be positive and project it!
6. Look good. Respect yourself and your audience by dressing appropriately.
7. Presence is felt, more than seen, by the confidence you project.

## ACTIVITIES

Activities or exercises involve your audience. Which would be more likely to be remembered? You hear of the space launch. You watch the space launch. You experience the space launch by being part of the crew.

We retain less than 10 percent of the information we receive. Words are easy to turn off. People remember when they participate in something. In terms of recording an event or experience in the mind, nothing comes close to active participation. It triggers the senses. Your audience will be attentive and ready to participate.

### Activity pointers:

1. Don't put your audience on the spot to participate.
2. Make the presentation easy for everyone. Audiences don't want to be embarrassed.
3. Use subtle forms of participation if necessary. Comments such as, "What does this experience tell you?" "Can you help me out here with your thoughts on this?" "What do you think this means to you in your personal or business life?"
4. Most all forms of participation require some skill by the presenter to evoke a response from the audience. Example: Use your memory by identifying a person and calling on them by name.
5. Boost the morale of your people by giving them support to offer their thoughts.
6. Don't force people to participate individually. If only a partial answer or comment is made, move right along. You might say, "Who would like to add a comment?"
7. Make it fun. "Let's play a game." Games should be fast moving to keep everyone in your audience involved. Games are excellent opportunities to make new friends and find support. Example: "Who can name all of the planets in our solar system?"  
Give a prize.

## HUMOR

Stories, research and vignettes. Truth is in. Concocted jokes are out. This is good news for you as a presenter. It means that your audience is going to be more interested in your true, relevant, sincere and funny stories that make a point!

If you have ever said to yourself, "I just don't believe this. This really can't be happening to me" chances are that you are in the midst of what could be an effective story that makes a point. An ordinary person experiencing an extraordinary situation is good material for a funny or powerful story. Humor is tricky. It includes timing, surprise and incongruity.

1. Don't try to write jokes. Professionals have enough difficulty doing it.
2. Keep it truthful. You may embellish it a little to make the point, but being truth-based is the best policy.
3. Laugh with, not at a person. Don't make fun of someone at their expense.
4. Make fun of yourself if you must make fun of anyone. You become vulnerable and more human.
5. Don't be a comic. Build a powerful presentation around substance, not jokes.
6. Off-color jokes are not acceptable. Profanity is not acceptable.
7. Don't wait for your audience to laugh. A slight pause is okay, but expecting them to laugh can kill more than the joke.
8. People will respond more and laugh easier if they are seated close together.

*"I want to die on Mars, just not on impact."-Elon Musk*

*Light Year Definition: Much the same as a regular year, but with only 1/3 the calories.  
Compliments of Dean Arvidson, Professor, Physics and Astronomy*

## LOOK INTO MY EYES

Speak directly to each person. Emerson said, "*The eyes are the windows to the soul.*" In a very real sense, listening is done largely with the eyes. If you are not planning to use eye contact with your audience, you may as well mail your talk to the people. Although you may want to connect eyes with your people, don't be surprised if, in the beginning, some people resist the contact. This is not an insult. People do not relinquish their eyes easily, especially to strangers. Lack of eye contact may also have to do with one's culture.

## HANDOUT MATERIAL

Be watchful of handing out reading material, brochures and handouts. Only pass out handouts when it's time to read it. People cannot read material and give you their captive attention at the same time. It's going to be one or the other—which would you prefer?

## VOICE POWER

When was the last time you listened to your voice? How does it sound to others? Take the test. Call several friends and ask them if they would take a moment to review your voice.

Questions to ask are, "Is my voice too high, too low?" "Is my voice easy to listen to?" "When you hear my voice, what comes to mind?" "Is my grammar correct?" You may have a nervous laugh in your voice, many people do. A self-conscious person expresses those feeling in the voice.

A higher pitch than normal usually indicates uneasiness or tension and a lower pitch conveys a more relaxed and secure feeling. A few simple slow deep breaths will calm your voice. Record your voice to hear how you sound. Check your breathing also. Are you a shallow or deep breather? Most people are shallow breathers. Speak from your diaphragm; not your throat. Singers use the full range of their voice, why shouldn't you?

## EGO

Are you impressed with yourself? Is your talk going as well as you really think it is? Your audience and topic are what is important. And remember, you can never give too short of a talk. Always leave them wanting more.

Presentations must be essentially positive. The audience must walk away feeling more capable, not less. They must be more conscious of their strengths than their weaknesses. With the ego in the way, accomplishing this can be a challenge.

You may also want to rehearse your presentation to a shorter time period than you have actually been allotted.

## WHAT'S YOUR STYLE?

Are you motivational, inspirational, intellectual, analytical, technical, or do you fall into the abyss? Many speakers do fall into the abyss and are unrecognizable and indistinguishable from one another. The best rule of thumb is to always be yourself and reach outward toward acquiring the qualities that most closely identify the image you wish to become.

## **GAINING AUDIENCE SUPPORT**

Preparation is the key to confidence. Most audiences are perceptive and sophisticated. They pick up signals and react to them personally. Your audience is a mirror for you, so moment by moment you can check exactly how you are doing.

If you are funny, they will laugh. If you are not, and try to be, they will be embarrassed for you. If you are nervous, they will be uncomfortable. When you are bored, they will drift. If you wish to be someplace else, so do they. If you like them, and enjoy them, they will like and enjoy you.

An audience is generally forgiving. They seriously want you to do well and they will give you support and attention at the slightest opportunity. Converse with them; don't lecture to them.

### **Points to remember:**

1. See your audience as a mirror of yourself.
2. Think of you and your audience as one entity, without them, your talk goes nowhere.
3. Seek to understand your audience, their needs and desires.
4. Observe the attitudes of the audience as you move through your presentation.
5. Put words into your presentation like "you" and "your" as many times as possible, as opposed to saying "I" and "me."

### **EXAMPLE:**

"Now, let's look at this from your perspective." "Here's what that means to you." "What's in this example for you?" "Here are some things that you can do..." "Now let's relate this to you and your situation." The more times you add the word "you" and "your," the better you will connect with your audience.

## **QUESTIONS AND ANSWERS**

Always thank people for asking the question. If you disagree, respond with something like, "That's a good point, let me add something to that" or "Something else to consider might be..." Never confront your audience by telling them that they are wrong, ease into your comments and suggestions. No questions might mean:

1. You have gone too long.
2. The people in the audience may not know each other and may be intimidated.
3. Your audience may not yet agree with your information.
4. Possibly you may not have totally connected with them.
5. You could consider asking for questions differently, as follows:

Ask open-ended questions like "Who, What, When, Where, How, Why?" These types of questions get people thinking and talking. However, when you ask for questions you are opening the door to the want-to-be speaker. Some people just wait to take charge of the meeting, so be watchful of this type of person. Keep the reins and the microphone so you can manage the conversation.

## **DRESS UP**

Clothes make more of a statement than you might think. They speak loudly of your feelings about yourself and your feelings about your audience. Right or wrong, people make judgements on first impressions. Do your clothes create the image you desire?

When considering what to wear, a good rule of thumb is to dress up, rather than dress down. If you don't dress up for yourself, dress up for your audience. Let them know that you feel they are important. Often a program coordinator will specify if the dress for the event is casual or business attire.



## DRIVEL

How to avoid drivel, (trivial or non-thinking statements.)

1. Avoid filler words: “You know.” “Like.” “Umm.” “Ah.”
2. Resist the urge to chatter or make excuses.
3. If you have a personal situation, keep it to yourself and don’t complain.
4. Begin by making an opening statement and dive right into your talk.

## THE WISE AUDIENCE

There is an intuitive sense about an audience. The audience possesses a special sense and insight about you. They know how you feel that day. They can tell if you have only memorized your presentation, or if you are speaking confidently about your subject.

You are an open book to your audience. When you have a sincere desire to convey information that will help. You will come out as a winner!

## BREAKS

Take a break during live presentations about every hour. Why? Because often connections and discussions with others are made during breaks.

How do you tell when a break is needed? Look for audience messages: Resting head in hand. Talking. Rubbing eyes. Tapping of foot. Slouching position. A break also gives audience members an opportunity to approach the speaker with questions.

## BUILDING CONTENT

A list of points builds content. If you feel that your presentation lacks content, create a list. Tell people you have five points or steps for them and they will instantly reach for a pen and paper. People like to have a plan, i.e., action steps toward achievement. If they don't get it, they may feel as though something is missing.

**Moral:** Even if you are offering high value and a solution to feed the world, unless you have structured your talk to include points, step-by-step, often many will feel your presentation was weak. With structured content, your enthusiasm and confidence will escalate.

## ONE-MINUTE SUMMARY

Be able to pull your entire talk together in about a one-minute overview. Why? Because of interruptions and emergencies such as:

- **Technical problems:** lights, microphone, PowerPoint projector malfunction.
- **Environmental situations:** Noise next door, thunderstorm, flood, and earthquake.
- **Agenda shift:** Adding additional speaker, changed meal time, or airline departures.
- **Personal challenges:** Nature calls, coughing, sneezing, family emergency.

A one-minute encapsulation of your talk also allows you to give a quick overview of your program when you are asked, “What will you be talking about?”

You can use what’s called a HOOK. Catch their attention with one of the most startling statements in your talk. It could be humorous, it could be a stretch of the imagination, or it could be a short quote, slide or a statement that calls attention to you. Examples: “Did you know that the plan is to set foot on Mars in just 3 years?” “I’ll be sharing an idea that most people don’t think is possible.” “After years of research and billions of dollars, the solution was right before us, hidden in plain sight.” Experiment with ideas of your own to capture the attention of your audience in a one-minute summary or at the beginning of your talk.

## WORD MAGIC

Learn to analyze your own speech. Often we become used to saying the same words and phrases over and over, never really giving any thought to their meaning.

It is time to begin saying what you want to experience and stop saying what you don't want to experience. By using word magic, a person can effectively redirect the situations they encounter. The reason is that either they will change their attitude about the situation, or they will actually draw to them a different set of circumstances.

Keep in mind that when you change the things you say about the things you do, your experience will change. When you change the things you say about those with whom you associate, your relationship will change. Do this and watch doors open to new opportunities and adventures.

PHRASE	MEANING	REPLACE WITH
I can't	I won't	I choose not to
I'll try	I probably won't get around to it	I will, I can
I forgot	It's gone forever	Let me refresh my memory
Sell	Pressure	Acquire, Invest, Offer
Wish or Hope	It'll never happen	I trust that...
I'm tired	Not up to par	I'd like to relax, I think I'll refresh myself
I'm not sure	You are confused	Let me find out
Buy	We're selling you	You may acquire or invest
Trial and error	It may never happen	Trial and success
I can't afford it	Implies a lack	I choose not to
I can't stand that	It's too much for me	I'd prefer something else
I'm only human	I can't help it	Let me see what I can do
Discount	Must sell it	Offer a savings
How are you?	You don't care	You're looking good, or It's great to see you
Work	Drudgery	Play—be creative here

**Say what you want, not what you don't want!**

## SPEAKING ETHICS

1. Do not belittle, ridicule or make disparaging jokes about anyone.
2. Speak in positive tones and watch your language.
3. In today's world, be aware of touching people. It can cause concern.
4. Do not refer to age in a demeaning manner.
5. Do not vent your dissatisfaction to your audience.
6. Never condemn the city where you are speaking.
7. Do not talk negatively about other speakers.
8. Never smoke before, during or after a presentation.

## QUOTES TO CONSIDER • *"Fear does not stop death. It stops life."* –Vi Keeland

*"There have to be reasons that you get up in the morning and you want to live. You want to think that the future is going to be better than today... that it's going to be a bright day. Otherwise, it's not. If we operate with **extreme urgency**, then we have a chance of making life multi-planetary. Still just a chance, not for sure. If we don't operate with **extreme urgency**, the chance is probably zero. If the future does not include being out there among the stars and being a multi-planet species, I find that incredibly depressing. **You could either watch it happen or be a part of it.**"* –Elon Musk, SpaceX Founder

*"What we need to do is always lean into the future; when the world changes around you and when it changes against you - what used to be a tail wind is now a head wind - you have to lean into that and figure out what to do because complaining isn't a strategy."*

–Jeff Bezos, Founder, Blue Origin

*"The difference between the right word and the wrong word is like the difference between a lightning bug and a lightning bolt."* –Mark Twain

*"The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experiences."* –Eleanor Roosevelt

*"Mars poses a critical test for the human race. How well we handle it will determine whether we remain a single planet–constrained species or become spacefarers with the whole universe open before us."* –Dr. Robert Zubrin

*"We cannot solve our problems with the same thinking we used when we created them."*

–Albert Einstein

*"Begin doing what you want to do now. We are not living in eternity. We have only this moment, sparkling like a star in our hand—and melting like a snowflake."* –Sir Francis Bacon

*"If one advances confidently in the direction of his dreams and endeavors to live the life which he has imagined, he will meet with success unexpected in common hours."* –Henry David Thoreau

*"We must continue to go into space for the future of humanity. I don't think we will survive another one-hundred years without escaping beyond our fragile planet."* –Stephen Hawking

*"Do or do not. There is no try."* –Yoda

## BEGINNINGS AND ENDINGS

### **You don't get a second chance at a first impression!**

People will evaluate you even before you are introduced, but the first words out of your mouth are critical—make them count.

Do not begin your talk by tapping your microphone and asking, “Can everyone hear me?” Guess what, if they can't hear you, how are they going to respond? Check your microphone before you are introduced.

- Capture the attention of your audience.
- Arouse interest.
- Excite the curiosity of the listeners.
- Open the minds of the audience.

### ***Suggestions:***

- Ask a question or begin with a short story.
- Pay the audience a genuine compliment.
- Refer to a recent positive incident in the news that is relevant to your talk.
- Topical quote from someone prominent.
- Make a thought-provoking statement.
- Use space-themed, non-copyrighted music to set the tone or to make a point.

### **Both the opening and closing of your presentation must carry strong impact.**

Announce when you will be ending. “In conclusion...” “and finally...”

- Summarize the major points of your talk.
- Share a quote that will recap your topic.
- Tell a related story that ties your talk together.
- Ask for action by following through on some of your program points.

### **Engage Your Audience**

- Maintain eye contact with everyone.
- Ask open-ended questions to gain response:  
Who, What, When, Where, How, Why?
- Use audio/visual aids. People enjoy graphics.
- Share personal experiences and short stories.
- Paint verbal pictures. People tend to remember images.
- Use humor that makes a point and do not be a comedian.
- Make comparisons, i.e. Mars is about 1/3 the size of Earth.
- Re-state your talk. Repetition is good.
- Update your talk. The space industry changes daily.
- Vary the tone and pace of your voice.
- Use handouts to reinforce your points.
- Don't pace from side to side, but move freely and naturally from one location to another.
- Keep your listeners thinking. Change the subject direction every 5 minutes. Attention spans are short.
- Audience participation keeps people alert.

## **SPEAKER'S CHECK LIST**

### **PSA**

Any talk can be broken into three segments:

1. Present the PROBLEM.
2. Provide a SOLUTION.
3. Ask for ACTION.

Remove the word “I” from your statements whenever possible. Chances are that if you focus on eliminating them and replacing them with “you” and “your”, you will end up with a good balance of audience inclusiveness.

### **Demonstration vs. Conversation**

Lectures are verbal and designed to deliver information. Demonstrations are graphic and usually interesting. Lectures state the case. Demonstrations prove it.

- Help your audience see your words. Example: The Moon is 250,000 miles from Earth, or about 2.5 billion dollars laid end-to-end. Then, if possible, show a graphic of the image.
- Don't just talk about exercise, show pictures of three exercises you can do at your desk today.
- If you say it is easy to learn a foreign language, then give some basic phrases to share with others in French, German or Italian.

Demonstration forces you to get involved. This makes you more interesting to an audience, creates "pictures" in their minds—pictures to remember you by. If your presentation involves a product, show how to use it. Demonstrate its value.

### **Audio/Visual Aids**

- Some A/V aids, like PowerPoint, are anchors. They can make you static and boring. Example: PowerPoint is widely used. Unless used creatively, it doesn't work well unless you use it for more than just reading the text. Use it for images.
- If you are going to use a PowerPoint projector, ask for a remote control that gives you freedom to move.
- White boards or flip charts are acceptable for a smaller audience.
- Use visual aids graphically. You operate them and use them as tools to get your point across. If you are using boards or charts, circle key words with a wide point felt-tip pen. Underline figures, move things around. Make them work charts.
- When you take the stage, if possible, change the environment to enable you to move freely. Forget the lectern. Turn up the lights, you don't need a dark room for PowerPoint, or the ZZZZZZ noise may get too loud.

### **Make Eye Contact**

- Keep an eye on your audience. If you break eye contact, don't do it for more than 10 seconds.
- Never hand out reading material until you are ready for them to read it. If you do, your audience will start skimming the material, even if you tell them not to.
- Glance at your audio/visual aids. Don't read them. They are reminders and not scripts.



### **Display More of Your Strength**

Don't imitate anyone. Be more of who you really are. Take a candid inventory of your strengths as a presenter. What are you best at? Acknowledge your weaknesses, but don't dwell on them. They're probably less noticeable than you think. They may even be strengths.

Ask yourself, "How do I want to be perceived by my audience? What would I like them to say about me after I have made my presentation?" In other words, how would you like to position yourself as a presenter for future audiences?

In talking with Dick Cavett, he shared with me some words of wisdom, *"It always looks better than it felt when you did it."*

## **PRESENTATION VIDEO, OUTLINE AND CONTENT SAMPLES**

### **Mars Society Ambassador International Mars Society Virtual Convention 2021**

**Video Time: 18:00**

<https://youtu.be/z-bkTZ53uhk>

### **Mars Society Humans to Mars, Why Mars? Why Now?**

**Video Time: 26:52**

<https://youtu.be/RSA9AqStuMU>

### **PowerPoint Presentation**

<https://www.marssociety.org/wp-content/uploads/2022/05/MarsSocietyAmbassadorPresentation.pdf>

### **Why Mars? Dr. Robert Zubrin, Founder, The Mars Society**

**Video Time: 4:26**

<https://youtu.be/1S6k2LBJhac>

### **1 minute video to open a segment about traveling to Mars:**

<https://youtu.be/XmcP218Sopk>

### **Sample PowerPoint Mars presentation.**

<https://www.marssociety.org/wp-content/uploads/2022/07/MarsAmbassador.pdf>

### **Presentation outline notes with SCRIPTING:**

<https://www.marssociety.org/wp-content/uploads/2022/07/NOTES-WhyMars-SuggestedScript.pdf> with suggestions for the Mars Society presentation, including ASKING FOR ACTION in your closing comments.

**EXAMPLE, you might say:**

**"Join us and be someone who makes things happen.**

**Become a member of the Mars Society.**

**You can do that easily by going to:**

[www.MarsSociety.org](http://www.MarsSociety.org) and click on JOIN.

**We are also available on other social media platforms.**

**Together we make a difference."**

## HOW ARE YOU DOING AS A PRESENTER?

Take this quiz and see where you stand in the eyes of the audience and specifically, how you feel about your own presentation skills.

Make sure to read each question and mark either YES or NO after each question. By doing so, you will gain better clarity into how you feel about yourself as a speaker as well as how your audiences might perceive you.

1. Do you wonder what the people in your audience are thinking while you are talking? Do you instinctively put yourself in the listener's position?
2. Do you receive satisfaction in helping other people solve their problems?
3. Do you use the word *you* more than *I*?
4. Have you ever watched a debate on TV (or elsewhere) and thought, "That's something I would like to do"?
5. While watching TV panel shows, do you sometimes answer the questions before the experts do?
6. Do you have a good memory?
7. Do you enjoy board games? Do you think you could create one?
8. Are you sensitive to the sensitivities of other people?
9. When you get into a conversation, do you sometimes find yourself taking a different point of view just because you are open to learning?
10. Can you cut through a rambling conversation, find the main point, and say it so that everybody understands?
11. Do you have a high-energy level?
12. Have you ever listened to your own voice just to see how you sound?
13. Have you ever watched yourself on video just to see how you handle yourself, your body language, how you might be perceived?
14. Is there a bit of cheerleader in you? When attending a program, do you usually lead the applause?
15. Do you like to tell people what you have learned? Would you make a good teacher?
16. Do you think graphically? As you talk, do you see pictures forming in your mind?
17. Are you a good editor? Can you digest a lot of material and clarify it simply?
18. Are you comfortable in a leadership role?

19. Can you handle pressure and provocative questions without becoming irritated?
20. Do you like to show people what work you have done and explain how you did it?
21. Do you like to demonstrate what you are talking about? Do you tend to act out what you are describing?
22. Are you an optimist? Do you bounce back in a hurry?
23. Were you in the senior play in high school?
24. Do you look people in the eye when you talk **to them**?
25. Do you look people in the eye when they are talking **to you**?
26. Do people turn to you when it is time for the meeting summary?
27. Do you continually seek out new ways to improve?
28. Are you interested in self-development material?

If the majority of your answers to this quiz were “YES,” then you are in a good position to consider yourself a high-level presenter. If you scored less than half in the “NO” category, don’t be concerned. You have been honest, and that’s a plus for you.

Many people attempt to fool themselves when in reality they are fooling no one. Audiences today are very sophisticated and they are able to read a speaker clearly.

This quiz is mainly intended for you to clarify your perception of yourself. Remember, the way you see yourself is the way you greet the world and that’s exactly the way the world greets you in return.

*“What lies behind you and what lies before you  
are but tiny matters compared to  
what lies within you.”*

*-Ralph Waldo Emerson*

### **WHEN THE ROCKET LEAVES THE PAD... IT’S LAUNCH TIME!**

Yes, it’s time for both parties to sign an **EVENT AGREEMENT**. You are going to schedule your time and commit your knowledge to deliver a professional presentation. Using the following document has worked well for me.

Generally I say something like this, **“I will outline the details of what we discussed and get a copy to you. Please review it and make any changes you feel may be necessary. Then, return a signed copy to me so I can commit the date on my calendar. I’m looking forward to it.”**

## SAMPLE EVENT AGREEMENT

Client requests the following Speaker for the date(s), conditions and considerations as listed below. **Please sign and return to commit speaking date.** This agreement is only valid upon countersignature by the Speaker and Client.

**CLIENT:** Organization  
City, State, ZIP  
Contact: John Doe, Position, [jdoo@somewhere.com](mailto:jdoo@somewhere.com)  
123 Main Street, Anywhere, USA, Phone: 000-555-0000

**DATE & TIME:** Day, Date / Time followed by Q&A  
Client will provide Speaker with promotional material prior to event.

**SPEAKER and TITLE:** Your name and title here  
*Why Mars? Why Now? (or a Mars related talk title)*

**AUDIENCE:** Number of people expected and audience demographics.

**AUDIO VIDEO:** **Option 1** – On-site talk. Client to provide lapel, clip-on microphone & PowerPoint projector, if required.  
**Option #2** – Virtual Zoom Presentation scheduled and hosted by (Client's name). PowerPoint slides may be part of the Speaker's presentation.

**VENUE:** Physical address of venue or Virtual Zoom link. Client to furnish Speaker with Zoom Link one week or more prior to presentation.

**LODGING:** To be determined.

**FEE:** **Waived.** To commit date, a signed agreement is due via email by: (date). Speaker will provide a presentation introduction and PowerPoint slides if applicable.

- Audio or video session recording will be permitted. If recorded, Speaker will receive a master copy.
- Client agrees that Speaker acts as an independent agent and is not responsible for any act of commission or omission on the part of either Speaker or Client. Also agreed is the Client shall not name the Speaker or the Mars Society in any civil action out of, in connection with, or related to any acts pursuant to the agreement by either Client or Speaker.

*•The Mars Society is the world's largest and most influential space advocacy organization dedicated to the human exploration and settlement of the planet Mars. Established by Dr. Robert Zubrin and others in 1998, the Society works to educate the public, the media and the government on the benefits of exploring Mars and creating a permanent human presence on the Red Planet.*

\_\_\_\_\_  
Signed  
Agreed and accepted by authorized party.

\_\_\_\_\_  
Speaker's signature

\_\_\_\_\_  
Print name  
Date signed: \_\_\_\_\_

\_\_\_\_\_  
Print name  
Today's date: \_\_\_\_\_

*Speaker's Name • Phone Number • Email • Website*

## PRESENTATION REVIEW

City \_\_\_\_\_ Organization \_\_\_\_\_ Date \_\_\_\_\_

Optional: Name \_\_\_\_\_ Email \_\_\_\_\_  
Your comments are valuable to us.

1. Did you participate with questions, comments and an open mind?  
1 2 3 4 5 6 7 8 9 10  
never sometimes frequently often

2. How valuable were the ideas and concepts to you?  
1 2 3 4 5 6 7 8 9 10  
no value slightly reasonably highly

3. How effective was the material presented?  
1 2 3 4 5 6 7 8 9 10  
poor fair good excellent

4. Compared to other sessions on this subject, how would you rate this program?  
1 2 3 4 5 6 7 8 9 10  
worse poorer equal better

5. Do you feel you will be able to apply the ideas presented in your school and/or work environment?  
1 2 3 4 5 6 7 8 9 10  
never sometimes frequently often

6. What did you like least about the program?

\_\_\_\_\_

7. What did you like most about the program?

\_\_\_\_\_

8. What was the most significant and helpful idea?

\_\_\_\_\_

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