

Tero International

How to Introduce a Speaker

Every speaker deserves a thoughtful and helpful introduction. The best introductions are two-way, just as personal introductions are. You introduce the speaker to the audience and the audience to the speaker, establishing a common bond between them.

Elements

Your introduction should grab the audience's attention and make the audience aware of the importance of the upcoming talk.

An effective introduction answers these questions;

- Why this subject?
- Why this speaker?
- Why this audience?
- Why now?

Titles

Don't use lengthy titles unless the speaker's title is a familiar one to the audience or a real attention-getter such as;

- President of
- Inventor of
- First person to
- Author of
- Winner of

Set the Mood

Tell the audience about the expertise and background of the speaker. Set the mood while being careful not to give the speaker's presentation. Arouse interest without taking away from the speaker's IMPACT[®]. Weave the speaker's name into the introduction as much as possible unless it is a surprise name that the audience will recognize.

Timing

Shorter is better. An introduction should never be longer than two minutes.

Preparation

Contact the speaker in advance and discuss the relevant information. Make an outline and rehearse it. Never read an introduction. Good preparation will clearly show and the speaker and audience will appreciate it.

Shake Hands

Never let a speaker arrive to an empty stage after an introduction. Always wait for them, shake their hand, and then sit down.



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