

TOP TEN TIPS FOR INTRODUCING A SPEAKER

1. BEFORE THE EVENT.

Speak to the person you will be introducing before the event; in person or by phone, mail etc. to find out about them.

2. REMEMBER.

Your introduction will set the tone for the speaker`s presentation, you are in effect starting their speech.

3. DON`T FORGET.

Make sure you don`t accidentally steal the speaker`s opening; be brief and don`t forget – you are not the main act!

4. CLARIFY.

Ask the speaker if they want any housekeeping items covered, for example if there is to be a break, or notes given out or Q and A sessions.

5. PREPARE.

Treat your introduction as a mini-speech and apply the same thought to it.

6. WAIT.

Wait until the audience are quiet before you start the introduction, if the audience miss any of the details about the speaker it could affect the impact of the speech.

7. CONTENTS.

Include details of the person`s expertise and achievements to establish their credibility, and don`t forget the title of the talk, if there is one.

8. NAME.

Weave the speaker`s name into the introduction so that the audience will connect the speaker with the topic.

9. CONCLUDE.

Always finish your introduction with the speaker`s name.

10. **APPLAUSE.** Lead the applause for the speaker or presenter to fill in the gap as they come to the stage.