



## How to Introduce a Speaker

### 1. Research

- Talk to the speaker at least a week in advance of the event, if at all possible. Find out what he or she is talking about and why it has relevance to the audience. Then learn as much as you can about the speaker's experience, education, life, interests, and accomplishments -- whatever helps establish the speaker's credibility on the topic he or she is addressing.
- Many speakers will send you a resume or their own written introduction. Use it to help you prepare your remarks, but do not read it verbatim. (It is usually too long and self-aggrandizing.)
- Learn how to pronounce the speaker's name.

### 2. Prepare a 3-part outline

- A good introduction tells people why this speaker is talking about this subject at this event.
- The first part of your introduction should state a common problem or concern the audience shares.
- The second part briefly (in a sentence or two) states how today's speech will help them solve that problem or address that concern.
- And the final part of your introduction establishes the speaker's credentials -- convinces the audience that the speaker knows what he or she is talking about.

### 3. Perform

- Walk to the podium with confidence. Arrange your notes and adjust the microphone. Take a breath. Look at the audience and smile.
- Speak your introduction. Conclude with the speaker's name, which is her or his cue to come forward.
- Wait at the podium until the speaker arrives. Shake his or her hand and step back from the podium, handing it over symbolically to the speaker.

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