

5 Tips for Speaker Introductions:

Extend a warm welcome.

With a warm, welcoming smile, genuine eye contact, and an enthusiastic voice, welcome the audience with a hearty greeting that gains their full attention. Make it abundantly clear that there is no place you would rather be than at that podium to welcome them to the presentation.

Introduce 4 key pieces of information.

The audience needs to quickly know who you are, what they are attending, who is speaking, and what they are speaking about. This assures the audience that they showed up in the right place. State your name, possibly your title or role in putting on the event, name of the session or event, name of the speaker (pronounced correctly), and the title or topic of their presentation.

Establish speaker credibility.

Provide enough background about the speaker to establish their credibility without reading their entire resume. Consider what is already known about them and what might be new information.

Create a connection between the speaker and audience, and if you know them, share your connection. Share facts that are relevant to the audience, the event, and the topic of the speech.

Connect audience and speaker to the topic and build anticipation.

Tell the audience why the speaker is presenting on this topic. Connect the audience to the topic so they recognize its relevance to their personal or professional life. Create a strong desire to learn what the speaker is there to say. Confirm with the speaker that your planned introduction is accurate, doesn't steal what they plan to say and doesn't promise something they can't deliver

Create a feeling of gratitude.

Close an introduction (ideally within 2 minutes) with a phrase that includes the speaker's name and invites the audience to applaud so that presenter and audience collectively show their support and appreciation for the speaker. Applause creates a feeling of goodwill and gratitude. It is a contagious behavior that enhances the quality of your introduction.