

609 INTRODUCING A SPEAKER

This is a highly important task as essentially you sell the audience on the speaker.

In essence you will be telling the audience that they are going to experience a good presentation because they are going to receive valuable and interesting information from a person who has sufficient knowledge and experience to provide it.

When an introduction is made with proficiency it gives the speaker an excellent start on his presentation. As well, it presents to him an audience which is prepared to receive the best he can offer.

In order to plan an introduction of a speaker there are four things that one must know:

1. The exact title of the talk to be presented by the speaker.
2. The general ideas which are to be presented in the speech.
3. The speaker's name and title, exactly how it is pronounced and described.
4. The qualifications of the speaker which make him or her an authority on the subject to be presented.

With this information you can begin to prepare your introduction.

From the above knowledge which you obtained on the subject to be presented, it is necessary that you prepare an initial sentence that will tell the audience that they are about to receive some valuable and interesting information. This should be delivered with such confidence that no one will think of missing an opportunity to listen.

Then it is necessary to clearly state the exact title of the talk.

Following this should be stated the personal facts about the speaker which describe his or her personal knowledge and experience of the subject. Here one has to describe exactly the time, place, and degree of qualifications as the speaker described to you.

Finally one should pronounce the title of the presentation and the name of the speaker clearly so that no one will misunderstand.

Therefore, a formula for introducing a speaker is : sell the subject; Indicate the title of the subject; sell the speaker's qualifications; Lastly, tell the speaker's name.

speaker:

DON'T APOLOGIZE. The audience doesn't care why so many (or so few) turned up at the meeting. There is nothing you can do about the facilities. And, your speaker doesn't want to know how many others were approached before him.

BE ENTHUSIASTIC. Your job is to warm up the audience. Wake them up and get them prepared to listen to the Guest Speaker.

BE SINCERE. Don't exaggerate the Speaker's qualifications. Tell them who he is and why he's there to speak.

BE BRIEF. An introduction should last no longer than 2 minutes. One to one and a half minutes is ideal. Wet their appetite, don't serve them a full meal.

ANNOUNCE THE TOPIC. Let the audience know what your speaker is there to talk about. It will help them prepare for their part of the speech ... listening.

EXPLAIN WHY THE TOPIC IS OF INTEREST. This will help win the audience over to your Speaker. They may not realize how important the subject really is.

KEEP IT LIGHT. If you put the audience to sleep, the speaker is going to have to spend the first part of his speech waking them up. However, don't steal the spotlight. A personal touch is nice if you know the speaker.

TOUCH TACTFULLY ON THE SPEAKER'S QUALIFICATIONS. Your audience wants to know who the speaker is but they don't need a detailed list of all of his qualifications. Besides, if you build him up too much and he doesn't fulfill the expectations you have, then the audience may turn on you.

DON'T ATTACK THE AUDIENCE. You may have a legitimate beef with the people in the audience but if you use the time for the introduction to get even, the audience will be in an ugly mood for the speaker and everyone will suffer.

ANNOUNCE THE SPEAKER'S NAME LAST. Most audiences will begin applauding as soon as they hear the Speaker's name, particularly if he is well known. Your time is limited and you want them to applaud when you have finished. Therefore, save his name for the end and then sit down.

