

# **INTRODUCTORY SPEECHES - IDEAS FOR INTRODUCING**

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# Introductory Speeches - Ideas For Introducing

By [Melanie Hope](#) | Submitted On May 09, 2014

The main reason for an introduction is to get an audience ready to hear the speaker. The most important thing to keep in mind is that the audience came to hear the speaker - not the introduction. A strong introduction is short and engaging and does not upstage the speaker or bore the audience. This article shows you how to prepare the person introducing you as a speaker as well as how to create a dynamic introduction for another speaker when you're the one introducing them.

## **You are the speaker**

Ultimately, it is your responsibility to supply those introducing you with the tools to do so. Please don't leave your hosts hanging with nothing to say because they may stammer, make something up that you do not appreciate, or skip the introduction altogether.

## ***Know yourself***

At the very least, always have on hand the answers to these two questions:

- Who are you? (your name & title)
- What makes you qualified to speak about this subject? (experience and/or credentials)

## ***Know your topic***

In order for you to speak, you must know your topic. Do your best to answer as many of the following questions in one or two short sentences.

- What is the subject matter?
- Why do you care about the subject?
- What does the audience want to hear about this particular subject?
- What fun or engaging thing about you relates to this topic (or this particular audience)?

If you arm the person introducing you with the answers to these questions, even if they simply read what you gave them word-for-word, you'll get a decent introduction. Remember to give them the title of your presentation, too!

## **You are the host**

Remember, you are preparing the audience for the speaker. Rather than give a long list of the speaker's credentials or past exploits, try to get the audience excited about who is speaking and what they are about to hear. If you can get the speaker to answer the above questions, then your job is easy.

## ***Put it all together***

Do your best to meet with the speaker in advance and get the above information. Now combine it into the basic formula (easily done in 3-4 sentences):

1. Greet the audience and name the speaker (Start with something like, "Today, we're pleased to present... "or "I am excited to introduce... ")
2. Tell the audience why they want to hear what they're about to hear.

Some examples:

1. Will they be entertained?
  2. What will they learn?
  3. What issues will the lecture address?
  4. What problem(s) will the lecture correct?
  3. Share the credentials and/or fun thing you learned about the speaker
  4. Give the title of the presentation
  5. Welcome the speaker by name (yes, AGAIN!) & clap as s/he approaches the stage/lectern/podium.
  6. Hand over the stage/lectern/podium - then get out of the way!
- Get these elements into a 30-second to one-minute introduction and both the audience and your speaker will be ready.

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