



Center for Writing and Speaking

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How to Introduce a Speaker

The purpose of an introductory speech is to let the audience know who the speaker is and to create credibility for the speaker and excitement for the topic at hand.

Be Brief:

When you introduce a speaker, give your audience the necessary information, get your audience excited, and then leave them wanting more. A good rule of thumb is to speak about a minute.

Give Background:

First, evaluate the audience. If your audience knows the speaker relatively well, then only the major highlights of their career are necessary. If the speaker is someone the audience is less knowledgeable on, you may need to give more information on the speaker, especially as it pertains to the subject they will be speaking on. Be sure to pronounce the speaker's name correctly, and make sure that all of your facts are correct.

Create Excitement:

Give the speaker enough 'build up'. If you are excited about the speaker, then your audience will be also. Do you have a related anecdote about the speaker? Is there an especially interesting fact about them? Keeping in mind the time limit, look for ways to build your audience's interest.

End with a bang:

Finishing your speech with an introductory statement allows the speaker to know when it is his or her turn to come up front while creating a smooth transition for your audience.

Examples: "Please join me in welcoming..."
"I am very pleased to introduce..."
"Everyone, I present to you..."

AGNES SCOTT