How to Introduce a Guest Speaker

The Basics

When making an introduction, your aim is to set the stage for the speaker by arousing the interest of the audience. A good introduction should include:

- the speaker’s name
- the title of the speech
- the speaker’s qualifications (in relation to the topic)
- a statement illustrating why the topic is of importance to and how it will benefit the audience.

Things to remember:

Be Brief. Your responsibility is to introduce, not make a speech. No introduction should be longer than 60 to 90 seconds.

Be Enthusiastic. Your enthusiasm towards the guest speaker initiates audience interest and stimulates the speaker. A handshake at the end of the introduction helps to make the speaker feel welcome.

Be Sincere and Tactful. Accuracy is important. Identify who he/she is. What is his/her position, career? What specific experiences has he/she had that qualifies him/her to speak on the subject? Choose three or four points that specifically relate to the topic rather than giving a complete life history. Request that the speaker provide you with a resume.

State Name Clearly and Correctly. Always check name pronunciation with the speaker. When known to the audience or if the speaker’s name is printed in the program, it is only necessary to mention his/her name once, for example, “Ladies and gentlemen, John Doe”. In all other circumstances, the speaker’s name should be repeated.

Lead the Applause. After calling on the speaker, initiate the applause as he/she approaches the microphone.

More information:

Sample Introductory Speeches:

Guest Speaker Etiquette:
http://guest-speakers.com/introduction.html

Acknowledgements

Content for this How To guide produced by Transition Penwith (www.transitionpenwith.org.uk)

© Transition Penwith