

Tips for Introducing Speakers

"Every speaker deserves a thoughtful and helpful introduction – it helps the speaker, and the audience, establish a common bond." –Toastmasters International

Whether the session you have signed up to host at the NACM Midyear Conference will be your first opportunity to introduce a speaker or you have done it many times before, here are a few tips to get you off on the right foot.

Though short, a speaker introduction is a short speech and it contains all the elements of a full speech:

- **An opening.** It grabs the audience's attention and makes them aware of the importance of the upcoming subject.
- **A body.** It explains why the subject was chosen, why the speaker is qualified to address it, why it is appropriate for this audience and why this time is appropriate to discuss it.
- **A conclusion.** In this case, it paves the way for the speaker to begin the presentation.

From [Toastmasters website](#)

In her article "How to Introduce Speakers: Tips and Templates," Marie Wallace offers Fourteen Introduction Tips. Here are a few:

- Know the speaker's name and how to pronounce it.
- Know the speaker's title or position. Do not turn and ask the speaker "Is it Associate or Assistant Professor?"
- Be brief. Aim for between one and three minutes. Five minutes is too long.
- Do not read the introduction. It will sound flat, unenthusiastic and convey the impression that you are unfamiliar with the subject. It is o.k. to bring notes ... but keep them inconspicuous.
- Smile and be enthusiastic in tone, gesture and choice of words.
- Know enough about the subject to sound knowledgeable. Do not turn to the speaker and ask if the topic is epidemiology, epistemology or episiotomy.
- Announce the speech title as given to you by the speaker. If you have any questions about it, ask the speaker before the introduction...
- Introduction of a panel of speakers is the same except the introducer needs to describe the structure and format of the panel (speaking order, length of time) and the various points of view and perspectives of the panelists [if known]. The introduction of the individual panelists can be done two ways: All at once or individually as the panel program progresses.
- Never use the old cliché that the speaker needs no introduction.
- You are the catalyst, not the performer. Do not try to upstage the speaker with your knowledge of the subject...
- Identify yourself by name and title... Remember the speaker also needs to know who you are.

More information is available [here](#).