

# 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.

## Thanking a Guest Speaker

A few well chosen, sincere words and the applause that follows makes a speaker's task worthwhile. The only way to prepare to thank a speaker is to listen well. When thanking:

- stand and wait until the audience is quiet, then begin
- be sincere and to the point. One to two minutes is recommended.
- make specific and accurate references to the speech. If the speech has been poor, simply express your appreciation of his/her time and presence.
- conclude by thanking the speaker again on behalf of your organization and lead the applause while looking directly at the speaker. Do not announce the applause.

If there is a gift, bring it out at the end of your thank you.

## 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:*

<http://www.public-speaking-advice.com/sample-introductory-speeches.html>

*Guest Speaker Etiquette:*

<http://guest-speakers.com/introduction.html>

## Acknowledgements

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