



SIMPLE STRATEGIES FOR INTRODUCTIONS

When you are asked to introduce a meeting's main speaker, your task is to do just that, not to take center stage yourself. Consider these guidelines:

- **Keep it brief.** For informal gatherings, 30 seconds is plenty. For larger events, speak for as long as a minute. For a formal event with an important speaker, speak for up to two minutes.
- **Research.** Contact the speaker in advance of the event. Learn what the speech will cover and why it matters to the audience. Also, ask about the speaker's experience, interests and accomplishments – whatever establishes the speaker's credibility.
- **Prepare a four-part outline.** Tell audience members why this speaker is talking about this subject at this event. Begin by describing a problem or concern audience members share. Then briefly state how today's speech will address that issue. End by establishing the speaker's credentials.
- **Conclude** with the speaker's name, which summons the speaker to come forward. Wait at the podium until the speaker arrives, and then step back.

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