



How to Do a Professional Speaker Introduction

By Darlene Lyons

We've all heard it...a bad speaker introduction. You're cringing, just waiting for it to be over.

No matter how good the speaker might be, a bad speaker intro sets a negative tone for your entire event. The importance of a great speaker introduction is, many times, gravely overlooked.

A good speaker introduction answers three main questions:

1. Who is this speaker?
2. Why should I (as a member of the audience) pay attention to what this speaker says?
3. How will what this speaker says benefit me as a member of the audience?

Use the following three key elements to ensure your speaker introduction is what you need to properly kick-off your event.

1. Choose Carefully!

You must *very carefully* choose the person who will make this important introduction. This person needs to have "a presence" in front of an audience. Why? He/she will be the one to start your meeting, gain control and present, in an audible manner, the speaker's introduction.

Choose someone who is comfortable in front of an audience and make sure you provide him/her with an advance copy of the speaker's bio. As an added point of interest, you may be able to locate someone who has heard this speaker before and could provide a personal testimonial as part of the introduction.

2. Provide the Following Guidelines to Your Introducer

Make sure he/she:

- Quiets the group
- Makes any housekeeping announcements
- "Wakes" the audience up
- Thanks sponsors, organizers and staff
- Introduces the speaker

3. Make Sure Your Introducer Does Not...

And this is key...so read very carefully!
Make sure your introducer does not make fun of your speaker in any way during the introduction. It is *imperative* that you make sure that he/she does not use the speaker introduction as a way of making the audience laugh. That's is an easy and quick way to easily sour both the audience, and even worse, your speaker!

~Written by Darlene Lyons. © 2004

Darlene is President of Broker Agent Speakers Bureau (BASB), the nation's leading real estate speakers' bureau. For more helpful information, visit www.BrokerAgentSpeakers.com. Darlene also owns and operates EzEvents, the #1 real estate event management company in the country. Visit www.EzEvents.net.

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