

OUTSTANDING OPENINGS

(Introducing a Speaker)

Every speaker deserves an effective and appropriate introduction. The best way to do this—have the speaker write his or her own introduction! If that does not occur, use these tips for crafting an introduction:

The Opening Grabs:

- Introductions are mini speeches (one minute or less)
- The opening captures attention (personalize it)
- Focus on the SPEAKER, not you
- Be gracious, honest, and concise

The Body Explains:

- Introduces the topic (what?)
- Explains the topic's relevance (why?)
- Presents the speaker's credentials (who?)

The Conclusion Welcomes:

- Give name and presentation title
- (at Toastmasters, give the manual assignment objectives)
- Start the applause
- Stay until the speaker arrives
- Step back so the speaker arrives at the lectern in front of you

Another Method: The Winston Churchill Way:

- “I Could Say...” (describe the biography of the speaker)
- “But I’d Rather Say...” (tell a personal story you know of the speaker)
- “What Does That Say...” (relate the personal story to the speaker and the speech topic)