

Rotary Club of White Plains

Guide for the Introduction of a Speaker

The easiest and most basic speech form – and one that every Rotary leader must master...

Yet also the most misunderstood, most overlooked and most often bungled speech form...

The Speech of Introduction

- *Too short – an insult to the special guest;*
- *Too long, an insult to the audience.*
- *Organized, focused, rehearsed; Limit it to one minute – then get out of the way!*
- *You are not the main event! (You are only aiming the spotlight)*
- *Purpose: Warm up the audience; Direct positive attention to the speaker.*

Outline of the Speech of Introduction

1. The Capture (or “hook”) – grab audience attention in one line.
Use a startling fact, statistics, an example, a great quote, etc.
2. Background – Tell us who this person is.
This is where you identify the person and his/her position(s).
3. Accomplishments – Tell us what he/she has done; lead up to key point and segue to -
Organization here is key; it must lead us into #4.
4. Today’s topic – What we are going to hear/learn about today.
You absolutely must do this: title or topic. Here. Not earlier.
5. Welcome – With genuine warmth and eager anticipation, you lead the applause!
You turn to the guest speaker, move aside, as the applause is for him/her.

Three “no-no’s”:

1. “Needs no introduction.”
Nonsense. Everyone needs an introduction. It is an insult not to.
2. Don't read from the written bio.
Create your own introduction, using that as one source.
3. “Without further ado.”
Ado means time wasting bother. So that’s what you’re doing?

Prepare. Rehearse. It makes all the difference! Good Luck!

Use key words on a card. No text. Good Luck!