Speech of Introduction

Purpose of the speech: “Here is a speaker you will enjoy and this is why.”

I. You want to accomplish 3 things in a speech of Introduction
   A. Build enthusiasm for the upcoming speaker
   B. Build enthusiasm for the speaker’s topic
   C. Establish a welcoming climate that will boost the speaker’s credibility

II. Considerations when developing a speech of Introduction
   A. Be brief – nobody wants to sit through a long introduction speech (2-3 minutes)
   B. Have current info about speaker & topic
   C. Stress aspects of speaker’s qualifications that build credibility
   D. Adapt remarks to audience – size, age, expectations
   E. Be sure to pronounce the speaker’s name correctly
   F. May want to withhold saying name till end, builds anticipation
   G. If well known, try to cast a different/new light on speaker, tell audience something they don’t already know.

III. Things to avoid when developing a speech of Introduction
   A. Biographical recitation as an organizational pattern
      - Mondo Ramirez was born on June 16, 1973, he is the oldest of four etc.
   B. Long strings of adjectives- tend to embarrass speaker
      - Mondo is a brilliant, eloquent, charming, entertaining speaker
   C. Talking about yourself- focus on speaker not you
   D. Over praising the speaker- don’t build impossible expectations
      - “our speaker will keep you on the edge of your seat from beginning to end”
   E. Revealing embarrassing info about speaker

   View Fred Rogers Lifetime Achievement Award acceptance speech and the introduction of Fred Rogers
   http://www.youtube.com/watch?v=Upm9LnuCBUM