

Speaker Introduction Tip Card Sheet

SPEAKER INTRODUCTIONS



Improve Introductions By:

- **Being Authentic**- Put yourself in it.
- **Making Connection to Speaker** – Find out why they are of interest, what you have in common.
- **Asking “So What?”** – Don’t include anything from the bio that isn’t relevant and interesting
- **Not Reading** – Know the introduction, especially the beginning and end.

Sample Format

Start with Engaging Opening such as:

- Story about speaker
- Quote - from speaker or other source
- Tell your connection to speaker
- Quote from article relevant to topic

“When I first met Dan he was finishing up his MBA...”

Why Speaker or Speaker’s Topic of Interest

“Our association has been struggling with issues of growth and how to move forward. With Dan’s extensive research into organizational behavior...”

Why Speaker Uniquely Qualified/Chosen

“Dan spent the last 10 years working with large organizations in the process of being acquired or...”

Anecdote About Speaker That Reveals Qualities

“When Dan was writing his book, his wife would note how distracted he was. Not until he opened his lap top and found uneaten pizza did he realize she was right.”

Reaffirm Credibility

“We are very fortunate to have such an accomplished organizational consultant with us here today...”

Warm Welcome

“Please join me in welcoming Dan Thomas...”

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General Information to Gather

- Career background
- Awards/Education
- Why they are uniquely qualified to speak
- Family details
- Where they were born
- Hobbies
- Volunteer activities
- How they got into their profession

TIP: Check their LinkedIn page for more ideas

Interesting Insights to Add

- One thing few people know about them
- Most unusual job ever held
- Most famous person they have met
- Accessory they are never without
- Best quote they have ever heard
- Where can they be found on-line?
- Biggest achievement or challenge
- If they were not in the career they are in now, what would they be doing?
- Something they thought was cool, then lame, and now is cool again.
- Who fascinates them? And why?
- What is the most important thing they have learned during their career?
- What do people not know about their job or profession?
- What has been the biggest change in their profession since they started?
- What is unique about their job?

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