



## How to Craft an Introduction that Positions your Speakers Professionally

Have you ever wondered why so few speakers have ‘proper’ introductions for themselves? Or they send their 3 page C.V., factually correct, and expect someone else to create it? Quite often it’s the last thing on their list, but vitally important to the emcee and the audience.

As a meeting planner *you* can make a difference by providing speakers with a few basic tips before your event.

First impressions are *everything* in these times of speed dating and power networking. Fortunately, there are a few tricks that can ensure a smooth introduction for any event. Whether people are being introduced by an emcee at a business meeting, group presentation, training session or they are introducing themselves, they need to remember that an introduction is a positioning statement.

Every introduction needs to:

- ◆ Position the speaker and their expertise properly in the minds of the attendees
- ◆ Clearly identify their topic
- ◆ Be succinct and accurate, with just the right amount of detail
- ◆ Set the scene and build energy
- ◆ Entice the listener with a taste of what’s to come

All too often when asked for an introduction, speakers fail to come up with the goods and miss an opportunity to be professionally positioned and in control of their image.

There is however, a quick checklist that anyone can use to craft an introduction based on four questions used by Toastmasters International, the international organisation that teaches the art of speaking. The checklist is:

**Why this speaker?** Why are you speaking instead of anyone else?  
**Why this subject?** Why is this topic relevant in today’s marketplace?  
**Why this audience?** Why is it significant to this audience?  
**Why at this time?** Why does this audience need to know you and your information now?

Those questions cover the basics but there is still one more trick of the trade. Ask your speakers to provide one or two interesting and unusual facts about themselves that sets them apart from the rest. Perhaps they are a mother of triplets or a high-flying executive that collects exotic animals. Anecdotes can break up a serious introduction, add humour and help the listener relate to you on another level. More than that, the introduction will be memorable.

**Camille Valvo, emcee, corporate facilitator and accredited speaker is the 2006 President of the National Speakers Association, NSW chapter. She is involved in more than 90 MC and speaking events each year and is co author of a unique industry resource, ‘How to MC *almost* Anything’.**  
See Camille at: [www.emcee.com.au](http://www.emcee.com.au)

Camille Valvo  
Master of Ceremonies  
Mob 0418403062 [your@emcee.com.au](mailto:your@emcee.com.au)  
[www.emcee.com.au](http://www.emcee.com.au)