How to Introduce a Speaker

Topic
Mention the topic briefly

Importance
Explain the importance of the topic to the audience

Qualifications
Describe the speaker’s qualifications, such as
- Experience
- Recognition
- Credentials
This is also a time to humanize the speaker, to make him or her more interesting with brief personal information. Do not build up the speaker excessively ("Wittiest man in the world" is hard to live up to), and do not steal his or her speech. Don’t hesitate to repeat the written announcement, though, because many in the audience either didn’t read it or have forgotten it.

Speech Title
Give the speech title (e.g. Speaking tonight on “Sex in the White House,”

Speaker’s Name
“Duncan McCloud”
The speaker’s name is his cue to take over, and the audience’s cue to applaud. You should lead the applause vigorously, however, and then shake hands with the speaker and sit down.

Do not use the speaker’s name before this, because sometimes the speaker will stand up and take over (because of this tacit agreement), and the audience will not hear all they would like to hear.