

# MAKING INTRODUCTIONS

All speakers deserve a thoughtful and helpful introduction. When preparing an introduction, think of it as a mini-speech (one or two minutes), that contains all the elements of a full speech.

Use the acronym TISN to plan your introductions.  
It really "TISN" hard!

**T**opic - Briefly mention the topic to be discussed without taking away from the material of the presenter.

**I**nterest - Explain why the audience should be interested. If you aren't familiar enough with the subject, ask the speaker what would be appropriate to say.

**S**peaker - Describe the speaker's credentials and background. Explain why he or she is speaking on that subject. Also, include some personal information. Talk briefly on tidbits that tie the speaker to the audience's interests, such as hobbies, birthplace, family or affiliations.

**N**ame - Always end your introduction by repeating the speaker's name. It's unforgivable to mispronounce a name so get the phonetic spelling if you're unsure. An effective way to end your introduction is to say something like this: "Please help me welcome our speaker, Joe Smith."

## *Other helpful hints:*

Greet the speaker when they arrive. Make sure everything is set up correctly including the podium, microphone, audiovisuals, water, etc. Also, be sure to thank them before they leave.

Before you begin get yourself "set" at the podium and get the audience's attention. Example, "May I have your attention," then wait for the audience to become silent before you begin.

You are also responsible for leading the applause as the speaker moves to the lectern. The audience will be relieved when you start the clapping since most of them expect someone else to begin anyway.

One of your duties is to ensure a smooth start for the speaker. Be sure to remain at the lectern until the speaker arrives (you may want to shake hands) and as you depart, be careful to walk behind, never in front of, the speaker.