

WEST OTTAWA ROTARY

INTRODUCING THE GUEST SPEAKER

Here is a simple formula for introducers; (and for program committee chairs)

Why this subject?

Why for **West Ottawa Rotarians?**

Why at this time?

Why by this speaker?

(.You can't always do this but come close if you can.)

TWO MINUTES MAXIMUM

(The recipe for any good speech includes some shortening.)

Someone should have given you a c.v. of the speaker. Read it over carefully, plan your intro.

DON'T LIST THE SPEAKER'S BACKGROUND IN EXHAUSTIVE DETAIL...

MENTION ONLY THOSE THINGS THAT EXPLAIN WHY THIS SPEAKER TODAY .

A list of dates, honours, degrees, committee service, etc, becomes boring *unless they are relevant.*

Some speakers come armed with an exhaustive c.v. which they expect to be read in their introduction. At the meal beforehand, find out, in casual conversation, what parts of the speaker's career, accomplishments, etc. **he** feels most satisfied about, so mention those items.

Speakers from the diplomatic service often provide an introduction which they expect to be read in full.

It seldom adds very little for the audience to find out how many children aged x and y the speaker has, unless the subject is something like adoption or child care or maybe schools.

There's a danger in **spotlight stealing** - **THE SPEAKER IS THE HERO OF THE HOUR.**

AVOID LAYING THE WELCOME ON TOO THICK...Don't talk about ***the great treat that awaits us - you might be wrong.*** Avoid stale phrases...***It is indeed a pleasure...It's my privilege...We are gathered here... a man who needs no introduction...***

Don't apologize for having been upstaged by **Dan's musical introduction...**in fact, you often scarcely need to add anything except a welcome. Remember, the speakers are delighted with the song - it doesn't happen elsewhere that I know of

Ask the speaker beforehand if he will welcome QUESTIONS. It's a good idea for the thanker and/or the chairman to give some thought to **having a question ready** if none come readily from the audience.

It's often needed to break the ice.....

As a general rule, avoid mentioning the speaker's name until the **end of the introduction.** But sometimes it makes it sound clumsy by referring to the speaker as *he* or *him* or *she* or *her.*

Classification talks - the member has been introduced to the club when he was inducted. He is now going to tell us more about himself and his job. Needs no more than a very brief intro, perhaps to note how he has become involved in club activities. Definitely not a biography.

Don't use the stale "***And now without further ado...***" Nor do I care for the finale - "***And how do we greet our speaker?***" Assume we are sophisticated enough to welcome the speaker warmly.

Jkf

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