

How to Introduce a Guest Speaker (And Get the Audience Excited)

1. Make It About the Audience, Not the Speaker

Most people think the introduction is all about the guest speaker. Wrong. It's about the **audience**.

Your job is to answer one question:
Why should the audience care?

Don't just list the speaker's resume like a Wikipedia page. Instead, frame it around how the speaker's message will impact the audience. What value are they going to get? Why is this speaker exactly what they need to hear right now?

2. Keep It Short and Punchy

People didn't come to hear you—they came to hear the guest speaker. So don't drag it out.

A great intro is **short, punchy, and to the point**. You're aiming for **60–90 seconds** max.

Here's a simple structure:

1. **Hook:** Start with something surprising, a stat, a story, or a bold statement that grabs attention.
2. **Build Credibility:** Mention **one or two things** that make the speaker qualified—but **don't overdo it**. Less is more.
3. **The Payoff:** Tell the audience what they'll get out of the talk. What problem is the speaker going to solve for them?
4. **Handoff:** Wrap it up clean and hand the floor to the speaker. No awkward pauses.

3. Tell a Story, Not a Bio

Here's the deal: Bios are boring. What's not boring? A **story**.

Instead of saying, "Today's speaker is an expert in leadership who has written three books," say, "Three years ago, this speaker walked into a room with 500 people expecting just another keynote, but he delivered a message that had CEOs lined up for hours afterward, wanting more."

Suddenly, your audience leans in. They want to know what makes this person special. You've hooked them. Now they're ready to listen.

4. Get the Energy Right

This is big.

Your energy sets the tone for the room.

If you introduce the speaker like you're reading the phone book, guess what? The audience tunes out. But if you bring some **genuine excitement**, that energy is contagious.

Here's how you can do it:

- Smile (seriously, it makes a difference).
- Make eye contact with the audience.
- Use pauses to create anticipation.
- Show that you **believe** the speaker is going to blow their minds.

5. Know When to Stop

Nothing kills the vibe like an awkward handoff.

So when you're done, stop talking.

Don't linger. Don't fumble. Don't ask the speaker if they're ready.

End with a **strong handoff line**:

- "Please join me in welcoming [Speaker's Name]."
- "It's my honor to introduce, [Speaker's Name]."

And then—**walk away**. Let the speaker take the stage and own it.

Example Introduction (Putting It All Together)

Here's a quick example to tie it all up:

"What if I told you that the person you're about to hear from turned a failing company into a market leader in just two years? Today, we're in for a real treat. [Speaker's Name] is an expert in leadership, and what you're about to hear isn't theory—it's what they've lived. If you've ever felt like you're stuck in your career or your team isn't reaching its potential, [Speaker's Name] is here to change that. So, without further ado, please join me in welcoming [Speaker's Name]."

The Bottom Line

Introducing a guest speaker isn't just about giving information—it's about **building anticipation**. Keep it short, make it exciting, and remember: **It's all about the audience**.

Get them on the edge of their seats, and the speaker will take care of the rest.