

# ABC of INTRODUCTIONS



*So you have been asked to introduce a speaker. How should we do that? Remember the ABC of Introductions. The format below is a good example*

**A**

*Announce the segment/subject that is about to begin:  
E.g. Tonight we are going to have prepared speech from the  
Competent Communication Manual. It is a number #4 project  
which is .... The objectives of this speech are to ..... etc*

**B**

*Give Background of the person who you are introducing but  
don't give their name  
E.g. This person has long been respected for their ability to talk  
under water, sing off key, etc*

**C**

*Call the speaker to the lectern, and announce the speech title  
E.g. It is my pleasure to introduce our BUGS BUNNY with his  
speech entitled "What's up doc?"*

*An introduction should be **brief** and build up an **expectation in the audience** so that they really want to hear. Bugs Bunny.*

*It must give a **clear direction** as to when the **speaker should approach the lectern** and when the **audience should acknowledge the speaker**.*

*With compliments  
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