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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, FREE monthly electronic Newsletter, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

Speech Introductions:

After doing about 1500 speeches at Conferences of various sizes, one thing that I know for sure is that it's a lot easier to deliver a great speech after a great introduction. While the audience is listening to the introduction, they're deciding whether or not to listen to the speaker. So, here are four quick tips on the subject of speaker introductions.

A) Ask each speaker to send you a Bio / Speech Introduction that's no more than 45 seconds long and focuses on the three things that the every audience member wants to know...

- why this presentation is important to them,
- what makes this speaker qualified to speak on this subject,
- will the presentation be interesting and entertaining?

Audiences are not interested in knowing that the speaker is married to their childhood sweetheart, has three lovely children, adores gardening and long walks and has a pooch named Wilbur. They're also not interested in a list of 27 Corporations who have previously booked this the speaker. Cut out all that stuff...nobody gives a damn!

If you have altered a speaker's Bio / Intro in any way (and usually you should) discuss your proposed changes with the speaker well ahead of time and emphasize the need to keep introductions brief and focused on audience benefits and speaker credibility.

B) Next, choose someone who will do the introductions with energy and enthusiasm... someone who actually can read above a grade three level. This one might seem obvious to you but, trust me, it needs mentioning. I can't tell you how many times I've been introduced by someone who has been given the job as some sort of failed attempt to assist them in overcoming a crushing fear of public speaking...and it's always a disaster!

C) Give the introducer the material, printed double-spaced on one page, (if it won't fit on one page, it's too long...cut it some more) well before the event and ask them to read it over several times. Always have extra copies of all introductions readily available at the event. Introducers will often leave them in their room or back at the office.

D) Lastly, the person who does the introducing should be someone who will be staying in the room to hear the presentation. Nothing tells an audience that this is a "can't miss" presentation like having the introducer walk out of the room immediately after reading the introduction.

Speaker introductions are important. Properly created and delivered they will get the audiences attention, set the tone for the presentation itself and truly welcome the presenter.

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com or email us at info@donaldcooper.com.