



## Master Of Ceremonies

One of the things many of you may have to do at some point in your life is to introduce a speaker or group of people at an event. One of the main jobs of the master of ceremonies is to introduce the main speaker or entertainment.

Your goal is to introduce the speaker as a person who has something important to say, who can say it with authority, and to whom the audience can listen with confidence. You've got to "sell" the speaker and his topic. You've got to make the audience want to hear what the speaker has to say. You've got to help establish a rapport between the speaker and the audience. Start by thinking about your audience members and the questions going through their minds as they wait for your introduction and the speaker. They want to know:

- Who is this person or group?
- Where is the speaker or group from?
- How is the speaker qualified to speak on this subject?
- Why should I listen?

Answer what everyone wants to know: "What's in it for me?" Then simply present the speaker to the audience by repeating the name: "And now, a person we're delighted to have in Whatever County, Freddy 4-H'er." As the speaker comes forward, simply get out of the way.

It's proper to follow the presentation with two or three sentences that include a brief and sincere thanks. Avoid the temptation to summarize the presentation, disagree with the speaker, or add items.

Another way to check yourself is to remember the following do's and don'ts.

### Do

- Be brief—the audience has come to hear the speaker, not you.
- Use a joke only if it suits the occasion, is in good taste, and creates friendship.
- Speak loudly and clearly to be heard easily.
- Check the introduction you plan to make with the speaker or group leader.
- Be sincerely enthusiastic—but don't overdo it.
- Suite the nature of the introduction to the mood of the speech.
- State the subject of the talk correctly.
- Practice your introduction.

### Do not

- Talk about yourself and how you felt the first time you had to introduce someone.
- Stress what a good speaker or a funny person he is—let the speech speak for itself.
- Give your opinion on the subject of the talk—you'll steal the speaker's material.
- Give committee reports, meeting announcements, etc., with the introduction.
- Apologize for the fact that he is a substitute speaker or is not known.
- Tell embarrassing stories or jokes about him.
- Use ordinary remarks such as, "Our speaker tonight needs no introduction."

Score Card	Very Good	Needs Improvement	
		Some	Much
Appearance			
Poise			
Voice Variation			
Vitality, Enthusiasm			
Diction, Grammar, Pronunciation			
Selling of Performance			
Audience Appeal			
Microphone Technique			

Time requirement: 1-3 minutes

