

MASTER OF CEREMONIES

The primary duty of a Master of Ceremonies is to introduce the various speakers for the evening in such a way that it is made easier for the speaker to do his/her best, by putting both the speaker and the audience at ease.

The Master of Ceremonies should create an atmosphere of interest, expectation and receptivity designed to give confidence to the speaker and keep the meeting or ceremony moving smoothly and on time.

If you are asked to be Master of Ceremonies at any occasion, the hints below may help you:

- Thank the Coordinator/Chairman/President, who introduced you
- Address the gathering and briefly explain the nature of the programme to be presented
- Introduce the first speaker with a few friendly remarks that put him/her at ease and create interest for the audience
- If announcing a particular presentation or speech, take care to :
 - Announce the subject or the title clearly
 - Indicate (if relevant) the length of the speech
 - Give the name of the speaker clearly and usually last
- Remain standing until the speaker has taken his place and acknowledges you, then be seated
- When the speech is finished, rise and lead the applause, thank the speaker and express a few words of appreciation
- Introduce the next speaker
- Try to give continuity to any programme by connecting the previous speaker with the next, with a few appropriate comments
- At the conclusion of the programme return control of the meeting to the Coordinator/Chairman/President as appropriate.

INTRODUCING A SPEAKER

OBJECTS OF INTRODUCTIONS

- To bring the speaker, colleague or workshop leader and the audience together
- To create a friendly and receptive atmosphere
- To create a bond of common interest between speaker and audience

INFORMATION WHICH MAY BE GIVEN IN AN INTRODUCTION

- The subject of a speaker's talk
- The speaker's qualifications in the subject of his talk
- The speaker's name, any titles, academic qualifications

AVOID

- Overworked cliches or well worn platitudes
- Attempts at oratory or insincere flattery
- Irrelevant or patronising humour
- Personal asides or personal jokes to the speaker

BE SURE YOU ARE:

- **Prepared** - find out in advance the details of the speaker
- **Positive / enthusiastic** - make it clear you are delighted to welcome and introduce the speaker. Be enthusiastic about hearing his/her contributions
- **Brief** - Focus attention on his/her subject. The audience is there to hear the speaker. Duration of introduction will depend on status of speaker, length of address and speaker's own wishes
- **Informed and informative** - provide some of the highlights of the speaker's background, experience, and qualifications relevant to this address. Identify the reasons for the audience's interest in this address
- **Helpful** - bridge the gap between what has been happening and what is about to happen. Facilitate the transition; introduce the speaker on a positive note thus encouraging rapport between the speaker and the audience
- **Systematic** - leave the speaker's name until last. Pause briefly before announcing the name, enunciating it clearly and audibly. Complete the name and THEN turn to the speaker. For example - "and now, to speak to us on please join me in welcoming to the lectern tonight's guest speaker"

DO NOT:

- Do not overdo the build-up
- Do not rely on others for information about the speaker's qualifications (check facts personally)
- Do not read your introduction
- Do not pre-empt the speaker's subject matter.

If you are the one to be introduced as a speaker, supply your own written information for your introduction - then be prepared for ANYTHING.