

BEHIND THE MIC: Elevating the Speaker Intro

The Science of Great Emceeing

www.EpicEmcees.com



Most speaker intros sound like a LinkedIn profile read aloud, accurate but forgettable. A well-crafted introduction isn't filler, it's a launchpad for connection. Let's break down how emcees can transform a static list of credentials into an emotional on-ramp that earns attention, builds credibility and primes audiences to care.

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*Creating spaces where people feel **seen**, **heard** and **connected**.*

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Mic Check

A speaker intro sets the tone for the speaker as well as the audience's relationship to them. Done poorly, it's a polite formality. Done well, it's a bridge. This paper outlines how strategic emcees go beyond reading bios to create engaging, human-centered introductions that elevate the speaker and energize the room. We share our process, the ripple effects on engagement and why event planners should demand more from their emcees.

Strategy Before the Spotlight

- Begin with the bio, then dig deeper to find the story.
- Recognize the speaker as a whole person, not just a credential.
- Gather insights through interviews, conversations and research.
- Identify patterns (values, quirks, passions) that light them up .
- Shape an introduction that bridges speaker and audience.
- Give the audience a permission slip to care.

Every Great Emcee Will:

- Humanize the speaker with stories, not just titles.
- Create an emotional bridge between audience and speaker.
- Prime the audience to lean in and listen differently.
- Respect time while amplifying connection.

71%

of event organizers say the speaker lineup is the #1 driver of attendee satisfaction.

– Bizzabo

22x

Story-based intros are more memorable than facts alone.

– Stanford University

8.25s

The average adult attention span. A compelling intro makes those first seconds count.

– Samba Recovery

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Rethinking the Speaker Intro

Most speaker introductions sound like someone copied the LinkedIn bio and added a splash of enthusiasm (if we're lucky). They're serviceable and polite, but they don't spark attention, set the tone or prime the audience to actually connect with the human behind the mic.

A great intro does something bigger: it **SHUACs** the room. It helps the speaker feel **Seen, Heard, Understood, Appreciated** and **Connected** before they even walk on stage. It also helps the audience feel those same things so they're ready to lean in, listen and relate.

STANDARD APPROACH

Please welcome Dr. Jordan Simmons.

Dr. Simmons is a leadership consultant, bestselling author, and TEDx speaker with over 20 years of experience in organizational transformation.

She holds a PhD in industrial-organizational psychology and has worked with companies like Google, Deloitte and IBM.

Today, she'll be speaking on the topic of navigating change.

EPIC APPROACH

What do skydiving, sourdough starters and emotional intelligence have in common? Dr. Jordan Simmons.

She once convinced a room full of CEOs to roleplay Pixar characters to prove a point about vulnerability, and it worked. Jordan's not only a leadership expert, she's a curiosity junkie who spent the last year traveling across five continents asking one powerful question: What makes people trust each other faster?

She's a TEDx speaker, a bestselling author and someone who thinks spreadsheets are a love language.

Here to talk about navigating change, but doing it without losing your team, your edge or your mind, please welcome the one and only, Dr. Jordan Simmons!

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Craft The Moment

Ask your speaker:

- How do you want your job title or role described?
- What's the superpower or professional impact you're known for?
- What's a fun fact, hobby or quirk outside of work?
- What's one accomplishment you're proud of?
- What will the audience get from your talk (takeaway or benefit)?
- How do you want the audience to feel after your talk?

Fill in the Blanks:

"Please welcome [Name], a [job title or role] who is known for [unique professional impact].

When they're not [doing something work-related], you can probably find them [personal quirk/hobby].

One thing they're especially proud of is [specific accomplishment].

Today, they'll be sharing [topic/benefit to audience].

So get ready to [audience emotional impact] as we welcome [Name]!"

How it looks:

"Please welcome Suzanne, a Certified Public Accountant who is known for her ability to spreadsheet anything (and use "spreadsheet" as a verb).

When she's not spreadsheeting, you can probably find her tending to her hydroponic flower garden. One thing she's especially proud of is her consistent and steady rise to her current position in the organization.

Today, she'll be talking about actuaries and mitigating future financial risks. So get ready to comforted through complexity as we welcome Suzanne!"

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Our Team



MO BARRETT

Retired Air Force Colonel turned public speaker with a passion for storytelling and humor.

Nearly 30 years of leadership and problem-solving experience in the military, bringing a wealth of knowledge and a unique perspective to personal and professional development.

Ability to connect with audiences through relatable anecdotes and sharp wit make her a compelling and inspiring presence on stage.



KATY STEVENS

Music and performance instructor turned speaker and Mo-wrangler, known for her engaging teaching style and ability to connect with diverse audiences.

Musical theater background adds a creative and dynamic element to their stage presence, making complex concepts accessible and enjoyable.

Keen insights and supportive approach help audiences feel seen, heard, connected and motivated to take action.

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Your speaker deserves a better intro.
Your audience deserves a better event.
Let's make your stage unforgettable.

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