Sponsor Introduction Tool

Craft the Introduction That Prepares the Room

Do not leave your introduction to chance.

The way you are introduced shapes credibility, attention, and audience openness before you ever speak.

This tool is designed to help you control the introduction—without sounding scripted or self-promotional.

How to Use This Tool

1. Complete this document yourself.
2. Share the final version with the event organizer, sponsor, or host.
3. Ask them to read it as written (60–90 seconds maximum).

Important: This is not about impressing the audience.
It's about preparing them to receive your message.

The Three Jobs Your Introduction Must Do

1. Build Credibility

Give the audience a reason to trust you—without listing your résumé.

2. Create Connection

Help them see how you relate to their world, not just your own.

3. Spark Interest

Create curiosity and momentum so the audience is ready to engage.

Fill In Your Introduction Script

Your name and title:

Brief expertise summary (years, field, types of organizations):

Why this topic matters to THIS audience:

Personal detail that adds relatability (optional):

Additional Guidance

Example Script Structure

"Today's speaker, [Name], is [Title] of [Organization], with over [X years] of experience in [field]. [He/She/They] has worked with [types of organizations], helping them [specific outcomes]. [Name] is here today to share insights on [topic], a subject that impacts [audience's priorities]. Please join me in welcoming [Name]."

What to Avoid

- Long lists of accolades that don't connect to this presentation
- Overly formal language that creates distance
- Framing that makes you sound "above" the audience

Instead of: "I've trained 10,000 people worldwide in leadership."
Say: "My goal today is to share the same leadership insights that have helped thousands succeed in their roles."

Your Final Introduction Script

Read aloud should be 60-90 seconds

Greg Gray   Wake Me When It's Over!
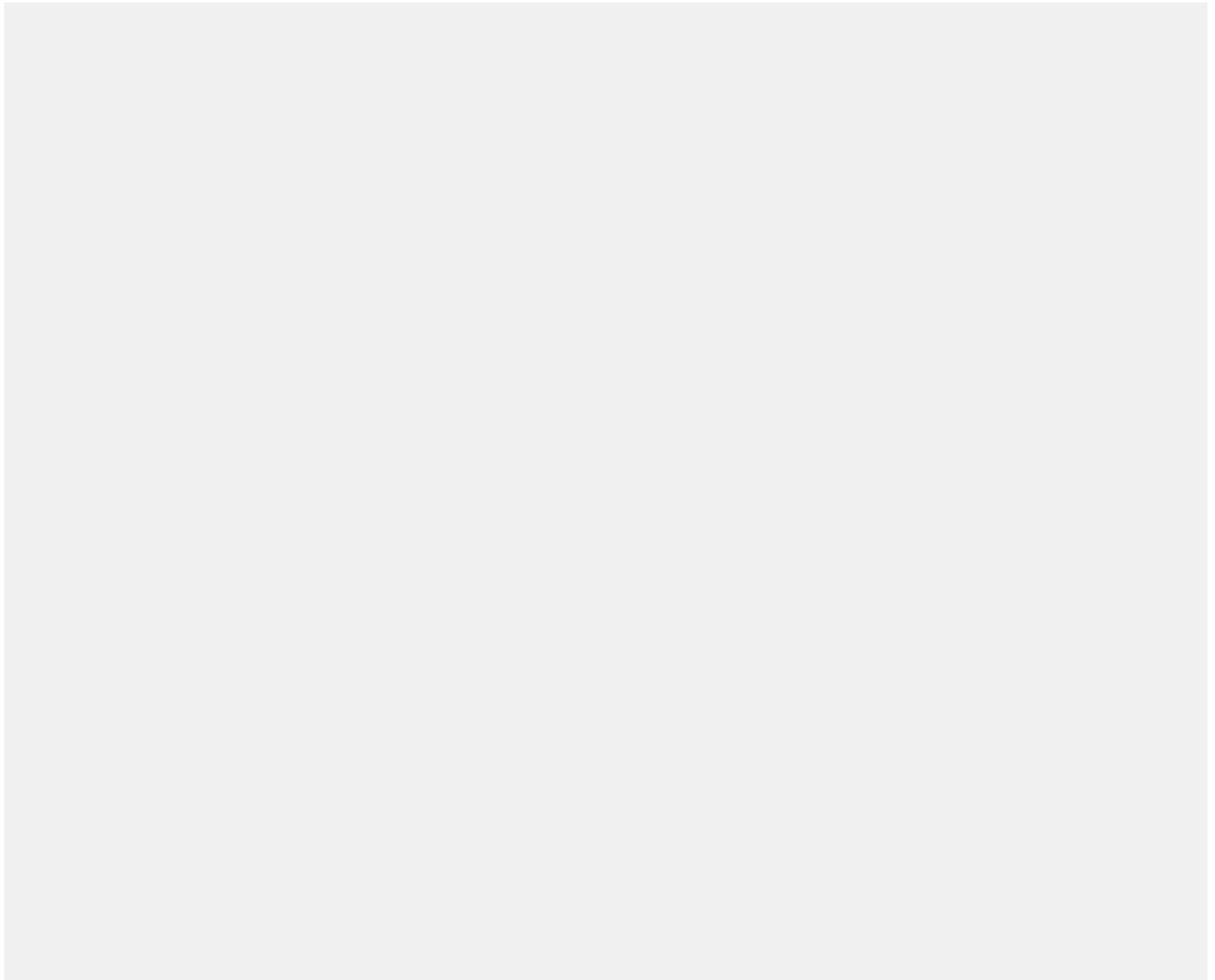
Reflection & Integration

This page is not about polishing your script.

It's about recognizing what makes an introduction effective before you speak—and how that framing influences everything that follows.

Pause before you write. Consider how this applies beyond this single event.

What is the most important thing I want the audience prepared to do, think, or feel before I begin?

How does the way I am introduced shape the audience's openness to my message?

What principle about introductions do I want to carry into future presentations?

Greg Gray   Wake Me When It's Over!