

## Introducing Yourself

- ❖ Introducing yourself effectively in a presentation sets the tone for your audience and helps establish your credibility.
- ❖ Introducing yourself effectively is an essential skill in various situations, whether it's a formal setting like a job interview, a networking event, or a casual social gathering.

### Start with your name and background

The first step in introducing yourself during a presentation is to state your name and background. It is crucial to communicate clearly and confidently, even if the information may appear obvious.

Begin by saying your name, then provide some context about who you are and why you're there.

As an illustration, you could express it in this manner:  
"greetings, i am identified as john smith.

I'm the marketing director for xyz company, and i'm here to talk to you about our new product line."

This simple introduction speech establishes your credibility and relevance.

Providing your audience with a glimpse of your identity and the topics you'll be discussing can also help create a comfortable environment for them.

Remember to speak clearly and confidently, making eye contact with your audience as you introduce yourself.

### **State your name and provide some relevant background information**

By stating your name and providing some relevant background information, you're giving your audience an idea of who you are and why you're qualified to speak on the topic at hand.

You can even create an attractive introduction page in your presentation using professional powerpoint templates.

It's crucial to ensure that your introduction speech is not excessive.

You should avoid including irrelevant information or appearing self-centered, as it may cause your audience to lose interest.

### **Choose details that establish you as an expert in your topic**

For instance, if you're giving a self-introduction speech on the latest trends in social media marketing, you might mention that you've been working in digital marketing for 10 years and have experience running successful campaigns for major brands.

You could include your website link or portfolios. This information helps establish your credibility and personal branding, making your audience more receptive to what you say.

## Share What You're Presenting

After introducing yourself, the next step is to share what you're presenting.

This can be done by giving a brief overview of your topic or by stating the purpose of your presentation.

It's important to be clear and concise in this part of your introduction, as it sets the expectations for the rest of your talk.

For example, you might say, "today, i'm going to be talking about the latest trends in social media marketing and how they can benefit your business."

This sentence explains to your listeners what they will gain from your talk and why it's important for them.

By sharing what you're presenting, you're also giving your audience a reason to listen and engage with your talk.

Having prior knowledge of what to anticipate would increase their chances of paying attention and inquiring later.

**Provide a brief summary of what your presentation is about**

Giving a brief summary of your presentation can help your audience understand the scope of your talk better.

Furthermore, it aids in keeping you focused and guaranteeing that you address all the crucial aspects.

Additionally, the synopsis provides your listeners with an overview of the topics they will be educated on during your presentation and how it can benefit them.

It's important to keep your summary short and to the point, as you'll have plenty of time to delve deeper into each topic during the rest of your presentation.

### Start with a Greeting:

- ❖ Begin with a warm greeting to engage your audience.
- ❖ Depending on the context, you might say "Good morning/afternoon/evening" followed by "Thank you for being here."

#### 1. Name and Position:

Immediately state your name and your current position or role.

This establishes who you are professionally.

**For example,** "My name is [Your Name], and I am the [Your Position] at [Company/Organization]."

## 2. Provide a Brief Background:

Share a concise summary of your professional background relevant to the presentation topic.

Highlight key experiences or qualifications that make you credible on the subject matter.

**For instance,** "I have been working in [Industry/Field] for [Number of Years], focusing on [Specific Area of Expertise]."

## 3. Establish Relevance:

Connect your background to why you are presenting on this topic.

Explain briefly why your experience or perspective is valuable to the audience.

This helps them understand why they should listen to you.

**For example,** "Today, I'll be discussing [Presentation Topic] based on my experience in [Specific Area/Role]."

#### 4. Personal Touch (Optional):

Depending on the setting and audience, you may include a relevant personal detail that humanizes your introduction.

This could be a hobby or a personal passion related to your professional expertise.

#### 5. State Objectives (If Applicable):

Outline what you aim to achieve or cover during your presentation.

This helps set expectations and gives your audience a roadmap of what to expect.

**For example,** "By the end of this presentation, you will gain insights into [Key Points/Objectives]."



## 6. Transition to Main Content:

After introducing yourself, smoothly transition into the main content of your presentation.

**Use phrases** like "Let's begin with..." or "First, I'd like to discuss..."