

Use the S.T.A.T.™ method when preparing speaker introductions. It's easy; simply answer the four questions below. Remember, an introduction gets things rolling, builds anticipation and starts the conversation. So make it personable and engaging!

**Speaker:** Why this speaker?

**Topic:** Why is this topic being discussed?

**Audience:** Why this topic important to this audience?

**Time:** Why this topic at this time? (Speak to the urgency or timeliness of the topic)