**Tips for Crafting a Great Presentation Introduction**

Delivering a presentation, whether in an intimate group or a large crowd, is quite common today. Various researchers may be required to give specific presentations summarising their research. Graduates are also asked to make presentations about their dissertations. Professionals are required to give a presentation as part of their job applications. Regardless of the content, it’s important you create an engaging introduction to capture the interest of your audience early on. In this session, I will define presentation introductions and provide tips, steps and examples for creating your own.

**Why is it significant?**

**The beginning of your speech is valuable. It is what makes or breaks your speech because it sets credibility. It plays a significant role in hooking your audiences. It plays an informative role as it introduces your audience to the topic and the purpose of speech delivered. There are many popular sayings and proverbs showing the importance of the beginning. Examples are:**

 ***“The beginning is the most important part of the work.” - Plato***

 ***“A good beginning makes a good ending.” - English saying***

 ***“What starts well ends well.” - English saying***

## What is a presentation introduction?

A presentation introduction is the first period of a presentation when you inform your audience of who you are and what you will be talking about. Your presentation introduction (May be as short as a few sentences. No more than 15% of the speech) may include visual aids like charts or graphs or simply a summary about yourself. An introduction should present you as a capable speaker and earn your audience’s attention so they want to learn more about your topic.

## How to create an engaging introduction

Consider using the tips below to engage your audience before your next presentation:

1. Tell your audience who you are.
2. Share what you’re presenting.
3. Let them know why it’s relevant.
4. Tell a story.
5. Make an interesting statement.
6. Ask for audience participation.

### 1. Tell your audience who you are

Introduce yourself, and then once your audience knows your name, tell them why they should listen to you.

**Example:** *”Good morning. My name is Ayoub Ahmadi, and I am here today to talk to you about how Algerian culture changed in the last couple of years due to Turkish films.”*

### 2. Share what you’re presenting

Tell your audience what you are going to be talking about in an organized way. Think about your content and find three key points you hope to fully explain by the time you are done.

**Example:** *“I am here today to talk to you about why English became an international language, who is benefiting from the globalisation of English and how we cannot let English takes over our national and local languages as to stop linguistic imperialism and hegemony.”*

### 3. Let them know why it’s relevant

Your audience needs to know that what you’re presenting is important. Consider pulling in data or statistics to help deliver the importance of your message.

**Example:***“Did you know that Coca-Cola originally contained cocaine. Did you know that Hawaii was originally called the Sandwich Islands. Did you know that dreamt is the only word that ends in mt. Did you know that The first English dictionary was written in 1755. Did you know that according to statistics only 11% of people are left handed. Did you know that according to statistics 85% of plant life is found in the ocean.”*

### 4. Tell a story

Before you start with the slide presentation you organized, consider telling a short, relevant story, as it can help build rapport with the audience. Your story can be humorous, idealistic or thought-provoking, but make it 30 seconds to a minute of relevant information. A personal touch to your story can help too. For example, you might have experienced something personal regarding the main point of your presentation. Let your audience in on that experience.

**Example:***“When I went shopping a few weeks ago with a couple of good friends, I immediately noticed how there are now robots roaming the store and taking orders.”*

### 5. Make an interesting statement

If you don’t have a personal story to share with the audience, consider sharing a thought-provoking fact about your presentation’s relevance. If you decide to go forward with this approach, make sure to deliver your statement with confident body language and verbal tone.

**Example:** *“The meaning of dreams is different depending on cultural context.” Beauty is not only in the eye of the beholder. Video games are not the blame of violence at school. Electronic textbooks don’t have the same impact as the printed version. School system is responsible for low test scores.”*

### 6. Ask for audience participation

If you do not plan to make a bold statement or tell a story, ask your audience to participate. The best way to do this is by asking an open-ended question that requires them to either raise a hand or stand up to answer.

**Example:** How can cultures coexist? How to stop smoking? Why people cheat?