

Tips from Dr. Kazemi

Introducing Speakers at the ABA Speaker Series or Conferences

1. Read the tutorial on public speaking by Friman (2014) and specifically attend to the portions about commanding the front of the room.
2. Volunteer for as many introductions and opportunities to be in front of an audience if you aim to become an academic and a public speaker.
3. Begin early and work on your introduction in chunks rather than at one sitting.
4. Reach out to the speaker before their talk to introduce yourself (main reason to reach out), let them know you plan to introduce them, and ask if a) that is okay with them and b) if they have something specific they'd like you to say.
5. **The day of the talk**, be sure to introduce yourself to the speaker and remind them you'll be introducing them.
 - a. Dress business casual
 - b. Gain the audience's attention and begin exactly when the presentation time begins
 - c. Speak to the audience rather than read from a paper
6. Here are some **steps you should take**:
 - a. Review the speaker's CV, bio, and anything you can find on them on the web
 - b. Write out your introduction; make it short and memorable
 - c. Practice saying parts of your intro out loud (when driving, in the shower, or alone)
 - d. Answer the following three questions in your introduction
 - i. Why this speaker?
 - ii. Why this particular subject?
 - iii. Why this talk should matter to this particular audience?
7. Here are some **example sentences** to use
 - a. Here at the ABA Speaker Series, we invite prominent speakers in behavior analysis to share their expertise with our students, faculty, and alumni
 - b. It is with special excitement that I welcome Dr. XXXX XXXX to our Speaker Series at CSUN.
 - c. XXXX is recognized for his/her expertise in XXXXXXXXXXXXXXX among [people have many expertise if they are experienced. Select the expertise that relate to the talk they are going to give]
 - d. He is currently XXXXXXXXXXXXXXX (e.g., a tenure-track faculty member at CSU-LA and serves as the Editor of XXXXXXXXXXXXXXX). [Select immediate affiliations as well as most prestigious or highest rank positions that are recent. For example, if the person is the editor of a peer reviewed journal, state that instead of their guest reviews on multiple other journals.]
 - e. *If the talk* is focused on a recent publication or book, mention the title/journal.
 - f. *If you know the speaker or are a personal fan because their work aligns with yours*, you can state, I am personally excited to introduce XXXXXXX because XXXXXXXXXXX
 - g. End with a short statement that evokes clapping--Join me in welcoming XXXXXXXXXXX

Friman, P. C. (2014). Behavior analysts to the front! A 15-step tutorial on public speaking. *The Behavior Analyst*, 37(2), 109-118.