**Speech Introductions and Conclusions: Some “Does” and “Don’ts”**
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**Introductions:** Should secure audience attention and interest, orient listeners to the plan and content of the speech, and set expectations.

**Do**
- Get the audience’s *attention* with a story, quotation, personal experience, etc.
- Identify the topic and indicate why it is *relevant, important, or interesting*.
- Establish your *credibility* through words or behavior.
- Provide *context, background, and definitions* listeners might need.
- State your *purpose, thesis, or research question*.
- *Preview* the body of your speech.
- Make a *transition* to the first point in the body of the speech.

**Don’t**
- Start with “um” or “okay.”
- Apologize for weaknesses in your content, preparation, or speaking ability.
- Complain about food, accommodations, equipment, facilities, or other speakers.
- Use “humor” that might disparage, offend, or alienate your listeners.
- Use cheap tricks to get attention.
- Go on about how hard it was to choose a topic.

**Conclusions:** Should reinforce the message and give the speech unity and closure.

**Do**
- Summarize the main points of your speech.
- Restate your purpose or thesis.
- Create closure, a sense of finality.
- In persuasive speeches, make a final call for commitment or action.

**Don’t**
- Open new areas of discussion or argument.
- Change position or viewpoint.
- Resort to feeble closing phrases like “and that’s all I have to say.”
- Say “thank you” just because the audience doesn’t seem to realize that your speech is over.