The Perfect Two-Minute Webinar Introduction
The first step in winning your audience’s attention with your webinar is delivering a strong, confident introduction. It lets you, as the presenter or moderator, immediately capture the audience’s interest and establishes a structure and a set of expectations for your webinar.

This short guide will help you develop an opening that covers important aspects of your webinar with clarity and efficiency. Get started by writing out a loose script based around the key points below, then add natural (unrehearsed) transitions to reflect your personal or brand style. Keep practicing until you’re comfortable with the delivery.
Welcome your audience

The first words of any webinar should be strong and specific. Keep in mind that your audience is likely tuning in from across the globe, so it’s smart to use greetings that work across variables like region, time zone, and local customs. For example, saying “good morning” in a webinar delivered in the United States has the potential to be a bit off putting to those watching in the afternoon or evening in Europe.

Find a greeting that’s comfortable and aligns with the personality of your audience and the nature of your event. Avoid being unnecessarily formal or casual. Once developed, keep this opening consistent across your events.
Introduce the session and speakers(s)

Most webinars don’t include live visuals of the presenters, so speaker introductions are crucial to giving the audience a human context for how the information is being presented.

These brief bios are also helpful for viewers to get a better sense of who the speakers are before the event begins. When introducing yourself or your presenter, your tone should be natural and personal -- try to avoid reading a long biography or a list of accomplishments. The goal here is to provide a human angle to the webinar.

If you are the speaker, take a moment to talk about yourself, your background, and why you are presenting this topic. If you are the moderator, take the high points of who your speaker is, what their expertise is, and where they are from/work, and then add some color by sharing how you know this person and your experience working with them.
Encourage on-demand viewing

One of the most common questions presenters receive is, “Can I view this webinar on demand?” Tackle this upfront by providing instructions on how to access your on-demand presentation within the first two minutes of your webinar.

If you attach the presentation deck or any additional materials, mention those as well. By setting these expectations in advance, the audience will be more likely to view or share the recorded content again and to download any related assets.
Before the webinar, all presenters should agree on a strategy for Q&A and decide at which point you’ll take audience questions. Whatever you decide, let your audience know at the beginning of your event.

Often, questions are taken at the end of the webinar, during a dedicated Q&A session. However, moderators can also choose to pose audience questions to the speaker during the session to offer a break for the presenter and keep the audience engaged.

Moderators should prioritize the best questions and hold back questions that are either better left to the end or even after the presentation. (In general, try to handle all support-related questions outside of the live event -- ideally by reaching out directly to the viewer via email.)
Encourage social sharing from your audience members and tell them which social channels, if any, you will be monitoring during the live session. Because of its fast-paced nature and searchable hashtags, Twitter is the ideal social channel for live webinars.

Designating a hashtag for your webinar will enable audience members to connect and chat with your company, as well as fellow attendees. It’s also an easy way for them to pose questions to your speakers.

Now that you’ve covered all of these bases, it’s time to hand the presentation over to your speaker. Quickly remind your audience of their name and title and the topic they’ll be covering in the session.
Putting it all together

“Hello everyone and welcome to today’s webinar: ‘Developing the Perfect Two-Minute Webinar Introduction.’ My name is Taylor Freitas and I’ll be your moderator. I work on the marketing team here at BrightTALK and I’m excited to be hosting this session today.

I’m pleased to introduce today’s speaker, David Pitta. David is our CMO at BrightTALK and has presented hundreds of webinars, and today he’s going to share how to really nail your webinar introduction to capture and maintain the attention of your audience.

Before I hand the mic over to David, I have a few housekeeping items to cover about this presentation and the BrightTALK webinar platform. First, today’s webinar will be available on demand after the live session, and is accessible through the same link you’re using now.

We’ve also added some attachments, which are available through the “Attachments” tab at the bottom of your screen. There you can find today’s deck and other related content, including blog posts and upcoming webinars.

Next, we’d love to hear from you during today’s presentation. If you have a question for our speaker, please feel free to send it through the ‘Ask a Question’ tab at the bottom of your player, or by tweeting us at @BrightTALK. We’ll be answering questions at the end of the session. If we don’t get to your question during today’s webinar, we will be sure to follow up afterward.

And last, we’d like to encourage you to share today’s webinar with your social networks. You can use the social sharing icons at the top right of your player to post this webinar directly on Twitter, Facebook, or LinkedIn.

So without any further ado, I’d like to kick things off by welcoming our CMO, David Pitta. David, over to you.”
Exceptional webinars require more than just a great opening — they need valuable content and, importantly, engaged viewers. Delivering a confident and concise introduction is the best way to secure your audience’s attention and establish yourself as a knowledgeable resource, setting you up for continued webinar success.

To learn more about using webinars to captivate your target audience, visit the BrightTALK Academy.