

Successful Presentations

Writing a Speaker Bio

A speaker bio is used to introduce the speaker prior to his/her presentation and also as a promotional tool. It is intended to be a brief summary of your credentials, education and career experience that is relevant to your presentation. It is not meant to be a complete resume. Your bio will be posted to the conference mobile app and may also be posted on the event website or in an onsite directory. Please follow these guidelines when crafting your bio.

1. Keep it short and concise – no more than 100 words. Bios that are too lengthy will be edited by FMI, who will determine what information to keep and what to cut. Make sure you retain the most important information by keeping it brief in the first place.
2. State your current position, area of responsibility and prior work experience that is relevant to your topic. If your organization is not generally well-known, you can briefly explain what your current company does; do not write a company sales pitch.
3. Include your academic qualifications and certifications if relevant to the topic. For example, if you are speaking to a financial audience, your Certified Public Accountant (CPA) qualification would be relevant.
4. Mention books or articles that you have published if relevant to the topic and audience.
5. There is no need to list hobbies or personal data (such as the name of your spouse and where you live) unless relevant to the topic and audience.
6. The bio should be in paragraph form; do not submit a list of bullet points or a complete resume. The speaker is responsible for pulling out the most pertinent facts.
7. Use your entire name at the beginning, then switch to first name only.

Speaker bio example:

Jane Smith is Vice President of Food Safety and Compliance at Joanne's Treats, a bakery and snack processing plant in Wilmington, DE, where she oversees the Safe Quality Food (SQF) Program and the development and execution of compliance programs for the company's suppliers. Previously, Jane served as Director of Food Safety and Quality at the Florida Juice Company. Jane has more than 30 years of food safety experience and is a sought-after industry speaker. Among her many accolades is the SQF Quality Achievement Award, which recognizes excellence in food safety and quality management. Jane holds a bachelor's degree in Food Science and a Master's degree in Microbiology and is a certified SQF Practitioner.