

The Professional Speaker

1. The Keynote Address

Objectives

- Identify the basic differences between keynote speeches and other kinds of speeches
- Learn how to evaluate audience feeling and establish emotional rapport
- Learn and use the professional techniques necessary for a successful keynote presentation
- Develop a speech style and delivery that effectively inspires and moves the audience to adopt your views as a collective reaffirmation of its own
- Time: 15-20 minutes – longer if club program allows

2. Speaking to Entertain

Objectives

- Entertain the audience through the use of humor drawn from personal experience and from other material that you have personalized
- Deliver the speech in a way that makes the humor effective
- Establish personal rapport with your audience for maximum impact
- Time: 15-20 minutes – longer if club program allows

3. Sales Training Speech

Objectives

- Tell a sales audience how to sell a product by using a planned presentation
- Inform a sales training audience about the human experience of the buyer-seller relationship
- Use entertaining stories & dynamic examples of sales situations
- Inspire salespeople to want to succeed in selling
- Time: 15-20 minutes

4. The Professional Seminar

Objectives

- Plan and present a seminar with specific learning objectives
- Relate to the audience by using a seminar presentation style
- Use seminar presentation techniques to promote group participation, learning and personal growth
- Time: 20-40 minutes

5. The Motivational Speech

Objectives

- Understand the concept and nature of motivational speaking
- Apply a 4-step motivational method with the purpose of persuading and inspiring
- Deliver a motivational speech to persuade an audience to emotionally commit to an action
- Time: 15-20 minutes

K. Beate Richter, DTM

iGrow Toastmasters Club

Questions:

1. Why did you choose this manual?

At that time I thought I wanted to become a professional speaker, so I wanted to improve my skills.

2. How did you find the topic and content? Can you give an example?

I found topics in daily life and from Toastmasters meetings. For “The Motivational Speech” I chose “How to create successful Club Meetings” as I could use this on during an officers training.

3. What are the challenges you've encountered? How did you resolve them?

The biggest challenges were the required times as the speeches did not fit into a regular club meeting, so I had to look for other opportunities, e. g. officers trainings or speaking during special sessions in some of the clubs.

4. What have you learned after you've accomplished the manual?

I discovered that I am really good at motivating people, and that I do not want to be a professional speaker any more. I seem to be more entertaining than I thought as I received very good feedback for Project “Speaking to Entertain” which was the most challenging one for me. And I have discovered that I really like giving longer speeches, I enjoy being on stage.

Shanghai, November 2010