

Keys to Successful Speeches



Good Speeches Make a Personal Connection



Key Elements

- Theme and message development
- Research
- Give it life

Theme and Message Development

- Support campaign strategy
- Communicate shared values with audience
- Solve problems

Research

- Know the event
 - Date, time
 - Theme
 - Type – breakfast, lunch, dinner, lecture, reception, town hall
 - Organization's background
 - Locale/history

Research

- Know your audience
 - > Size tells you type of speech
 - > Issues of concern
 - > Make a personal connection

Give Your Speech Life

- Color
 - > Quote
 - > Poetry
 - > Personal anecdote
 - > Statistics
- Figures of Speech
 - > Alliteration
 - > Triads/triplets
 - > Antithesis

Give Your Speech Life

- Humor
 - > Most difficult/Most effective
 - > Know your abilities
 - > Self deprecating humor is best
 - > Look to culture for material
 - > True stories must be true
 - > No off color jokes

Delivery – Make a Connection

- Make a personal connection
 - > Make eye contact
 - > Don't read text
- Watch your tone – timber
- Be confident
- Use hand gestures for emphasis
- Remember the audience size

Delivery – PRACTICE!

- Practice –
 - > More practice, less nervous
 - > With family, staff, in front of mirror, video camera
 - > Try different lengths – door to door is different than a big hall
- Logistics
 - > Check mic and podium
 - > Cards, full size paper
 - > Fonts