

**ADVANCED COMMUNICATION SERIES**  
**THE PROFESSIONAL SPEAKER**

**Assignment #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 to 20 minutes – longer if club program allows.

**Note to the Evaluator**

The purpose of this project was for the speaker to prepare, rehearse and deliver a 15-to-20-minute keynote address (option of longer presentation if program allows). The speaker should arrange with the Toastmaster of the meeting to announce to the club members what audience group or organization they represent. The speech should reflect audience feeling and emotional rapport associated with that specific audience. The style and delivery should be dynamic and should inspire the audience. In addition to your oral evaluation, please write answers to the questions below.

**Evaluation Guide**

1. What did the speaker say and do to arouse audience interest following the introduction?
2. Did the speaker communicate to the listeners that he or she was united with them by bonds of sympathy, common experience and understanding?
3. How did the speaker project confidence and authority (voice, language, platform presence)?
4. Was the speaker's language and style inspirational? Describe how.
5. Did the inspirational tone interpret or reinterpret existing feelings in the audience? Ask the audience. Did the speaker express audience emotion?
6. Did the speaker use appropriate humor to create a lightness of spirit in meeting audience expectations?
7. Did the speaker use interesting transitions to move from one point to the next?
8. Did the speaker use word pictures and dynamic examples?
9. Did the speaker give the audience a final thought to take away after the speech? What was it? What manner of closing was used to convey it?
10. What positive suggestions can you offer to assist the speaker in improving his or her performance?

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**Assignment #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 to 20 minutes – longer if club program allows.

**Note to the Evaluator**

The purpose of this project was for the speaker to prepare, rehearse and deliver a 15-to 20-minute entertaining speech with the objective of helping the audience have fun (option of longer presentation if program allows). The presentation should illustrate concern with sequence, simplicity, vividness and unexpected twists, and its organization should be readily apparent. However, in a humorous speech, it is possible that structure will be nonexistent. In addition to your oral evaluation, please write answers to the questions below.

**Evaluation Guide**

1. How was the opening handle? Was it effective? If not, why?
2. Briefly describe the organization (basic outline) of the speech as you perceived it.
3. What indicated to you that the audience was entertained?
4. What techniques did the speaker uses that were especially effective? Were there any that did not work? Why not?
5. What techniques did the speaker use in the body of the speech to establish and maintain humorous tone and rhythm?
6. How was the closing handled? Was it effective? If not, why?
7. What would you say is the speaker's strongest asset in entertaining an audience?
8. What positive suggestions can you offer to assist the speaker in improving his or her performance?

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**Assignment #3:**  
**THE 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 and dynamic examples of sales situations.
- Inspire salespeople to want to succeed in selling.
- TIME : 15 to 20 minutes – longer if club program allows.

**Note to the Evaluator**

The purpose of this project was for the speaker to prepare and deliver a sales training presentation of from 15 to 20 minutes (option of longer presentation if program allows). His or her goal was to teach members of the audience about sales concepts and techniques and to inspire them to success. The speaker was to put showmanship and entertainment into the presentation and to give the audience a selling system that could be applied in major steps. In addition to your oral evaluation, please write answers to the questions below.

**Evaluation Guide**

1. What was unique about the speaker's use of showmanship? How could it be improved?
2. Was the speaker's opening effective? Why? If not, why not?
3. Did the speaker give the audience a system for selling? What was it called?
4. How did the speaker involve the audience? What techniques were used?
5. In what way did the speaker illustrate the buyer-seller relationship?
6. In what way did the speaker illustrate how to handle buyers' objections?
7. Was the speaker's close effective? If not, why not?
8. Did the listeners feel they benefited from hearing the speaker? Ask them.
9. Did the speaker inspire the audience to go out and succeed in selling? Ask them.
10. What positive suggestions can you offer for improvements of the speaker's presentation?

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**Assignment #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 to 40 minutes

**Note to the Evaluator**

The purpose of this project was for the speaker to present a 20- to 40-minute seminar in his or her field of expertise. The seminar should have specific learning objectives introduced during the speaker's audience warm-up and orientation opening. The speaker's presentation style should provide a role model reflecting the skills and knowledge of what he or she is teaching. He or she should incorporate effective seminar presentation techniques to promote group participation, learning and personal growth.

**Evaluation Guide**

1. In opening the presentation, how did the speaker establish immediate rapport and hold audience attention?
2. Did the speaker orient the audience to specific learning objectives? What were they?
3. How did the speaker serve as a role model for the audience?
4. How effectively did the speaker relate to the audience (excellent, good, fair, poor)?
5. What behaviors or characteristics did the speaker project, e.g., enthusiasm, preparedness, humor, clarity and directness, encouraging feedback? Suggest areas for improvement.
6. Did the speaker both teach and entertain? Was the seminar interesting and important to the audience? Ask members to respond. Will it help them grow and personally benefit?

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**Assignment #5:**  
**THE MOTIVATIONAL SPEECH**

**Objectives**

- Understand the concept and nature of motivational speaking.
- Apply a four-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 to 20 minutes – longer if club program allows.

**Note to the Evaluator**

The purpose of this presentation was for the speaker to deliver a 15- to 20-minute motivational speech designed to persuade and inspire an audience to achieve personal success. The delivery should have an abundance of vivid word pictures and use of dynamic gestures. In addition to your oral evaluation, please write answers to the questions below.

**Evaluation Guide**

1. Did the speaker make his or her proposal understood?
  
2. Did the speaker establish mutual understanding? Did he or she appeal to the beliefs and values of the listeners?
  
3. Was the speaker positive? Did he or she show enthusiasm?
  
4. How and when did the speaker make use of gestures? Were they dynamic? Were they effective?
  
5. Did the speaker build an incentive into the talk? What was the incentive?
  
6. Did the speaker inspire the audience? Describe briefly what techniques were used. Were they effective? How could they be improved?
  
7. Did the speaker persuade and inspire the audience to act? Ask the audience to comment if the speaker caused them to feel an emotional commitment.

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