

Public Speaking Planning A Speech

District 1-A Lions Clubs

Instructor:

Tom Elsey
District 1-A GLT Coordinator
Westchester Lions Club





The Public Speaking training is broken out into six sections:

- Planning A Speech
- Developing Speech Content
- Delivering the Speech
- Improving on Speech Making Skills
- Speech Competitions



Planning A Speech



Public speaking may not be in every Lion's comfort zone. But with proper planning, even those who may be hesitant can feel prepared to deliver a speech to Lions or any other audience



- 4-Step Method
- Purpose
- Details
- Delivery
- Audience
- Conclusion
- Contact



4-Step Method

Planning Your Speech

Purpose: Define your speech's purpose and your goals.



4-Step Method

Follow these 4 steps as you begin to plan your speech:

1. Define the purpose and goals.
2. Discover the logistics and details.
3. Determine the delivery format.
4. Analyze the audience.



- Purpose:
 - Define your speech's purpose and your goals.
- Details:
 - Discover the logistics and details for your speech.
- Delivery:
 - Determine the best delivery format for your speech.
- Audience:
 - Analyze the audience for your speech.



Details

Details: Discover the logistics and details for your speech.

Discover where and when your speech will take place and discover information about other events associated with it.



Event Logistics

Details you need to know include, but may not be limited to:

- Location
- Day/date
- Time
- Equipment available
- Space configuration
- Associated events
- Number of people in audience



Details

Speech Details

In order to plan a speech of the appropriate length and style, you need to know:

- How long you are expected to speak
 - Make sure you stick to your time limit!
- What topics and content are appropriate
- What resources you may need
- What you should wear



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Delivery



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Determine whether your speech will be delivered:

- One-way
 - Without interruption
- Interactive presentation
 - With audience participation



One-Way Approach

If you want to present your speech without being interrupted for questions or comments, deliver a one-way speech. Make clear how long you will speak and whether there will be an opportunity for questions or responses when you are finished.

At the end, remind the audience when and where you will be available to answer questions.



Interactive Approach

An interactive speech is designed to include audience participation or audience-speaker dialogue. Plan this for a presentation where the audience is relatively small or where audience members may have been provided with materials in advance.

Make clear, at the beginning, if you expect the audience to participate or not.



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Audience



Audience

Audience: Analyze the audience for your speech.

- Learn **Who** will be in your audience
- **What** you have in common with them
- **Which** questions they might have



Audience

- Who?
 - Who is your audience?

In order to accomplish your purpose, you need to know to whom you are speaking. Answer questions such as the following as a way of analyzing your audience:

- How many people will be there?
- What are their ages and genders?
- How long have they been Lions?
- What offices might they hold?
- What do they already know about your topic?



Audience

What?

- What do you have in common with your audience?

Connect with your audience by finding out and mentioning what you have in common with them. It would be helpful to know the answers to these questions. And if you can't find out for sure, use your best judgment to guess:

- How long have they been Lions?
- Where are their clubs located?
- What service activities have they done?
- What are some of their club goals?



Audience

Which?

- Which questions might they ask about your topic?

In order to select appropriate examples and details for your speech content, use what you know about your audience and anticipate which questions they might ask:

- What are the types of LCIF grants?
- How can clubs apply for them?
- What documentation is necessary?
- How long does the process take?

Background Information

- You have been asked to give a speech at the upcoming District 1-A Convention
- Purpose of Speech: Explain the different types of LCIF grants
- You are new to giving a speech, and I have some concerns!
- That's understandable! But don't worry. This class will walk you through the process of putting together everything you'll need.
- A 4-step method for planning a presentation will be recommended
- Later, we'll discuss how to create content and prepare for a successful delivery.

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Purpose of Speech

Purpose: Define your speech's purpose and your goals.

In general, there are three types of speeches: to inform, to persuade and to entertain. To begin, define your primary purpose and then create goals to help you accomplish that purpose.

- To Inform
- To Persuade
- To Entertain

- You are conveying information
 - Focus on one of these more specific goals in order to select specific details that will help you accomplish your purpose:
 - Demonstrate: to show clearly how something is done
 - Explain: to focus on the “how” or the “why” of a topic

Report: to provide an account of details or activities

Remember:

- To choose relevant, timely examples.
- To include specific details.

Purpose – To Persuade



To Persuade

If your primary purpose is “to persuade,” you are making a case for something. Focus on one of these more specific goals in order to choose examples designed to support your cause:

- Actuate: to motivate your audience to make a plan or take an action.
- Convince: to bring your audience to a belief you want them to hold.
- Stimulate: to excite your audience to take action or increase activity.

Remember:

- To appeal to your audience’s values.
- To provide evidence that uses sound logic.

Purpose – To Entertain



To Entertain

If your primary purpose is “to entertain,” you are speaking at a special occasion. Focus on one of these more specific goals so you can select the most appropriate anecdotes for your purpose:

- Amuse: to appeal to your audience’s playful nature or sense of humor.
- Celebrate: to hold up someone or something for notice or appreciation.
- Commemorate: to mark an accomplishment by ceremony or documentation.

Remember:

- To use relevant anecdotes.
- To maintain a festive tone.

- Congratulations!
- You've completed the Planning a Speech learning module.

There are two other modules that are part of the Public Speaking course:

- Developing Speech Content
- Delivering the Speech
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Questions?

