

Public-Speaking

ALWAYS:

Wait for quiet

- Never try to talk over the crowd

Make eye contact

- Smile and look at members throughout the audience

Dress appropriately

- First impressions are important, so look polished and neat
- Situations matter - an outfit that works for a fancy meeting would look ridiculous at a casual gathering. Know your audience ahead of time and wear an outfit that fits.

Speak loudly, clearly, and slowly

- Practice your speech over and over to build confidence, so that you will not have to worry about remembering and can focus on presentation
- Try recording your speech before-hand or videotaping yourself giving the speech, so that you know your problem areas
- If you have a podium, keep a watch on it to monitor your time
- If you can, visit the room where you will be giving your speech before-hand. Walk around the stage and the podium to get a feel for the surroundings. If the mike system is set up, practice using it. Have a friend or teacher sit in the back and tell you how loud you sound.

NEVER:

Read a speech directly

- Great speaking comes from passionate, dynamic speakers. People who read speeches word-for-word can't convey that passion.
- Practice your speech many times in front of friends and family
- Don't expect to remember your speech exactly. No one in the audience read your speech notes, so if you make a mistake, just go with it. If you want, have note cards with the main ideas and statistics. These cards shouldn't have sentences; a few words to jog your memory are all you need.

Fiddle with your hands and hair or chew gum

- Don't clasp your hands or put them behind in your pockets. If you need to have trouble, hold a pen while speaking.
- If you tend to use hand gestures, be careful not to over-exaggerate them.
- There is no excuse for chewing gum – just don't do it!

Move too much

- If you fidget by shifting your weight or shuffling your feet, you take away from your speech. The audience should be paying attention to what you say and excess movement can distract them.
- On the other hand, a little movement is sometimes good. You shouldn't be stiff as a board while talking. You can gesture, step

forward for emphasis, or walk around the stage. Fidgeting shows nervousness. Confident body motions can show passion and energy.

GO THE EXTRA MILE:

Keep speeches short and simple

- Too much information is overwhelming. A short 1 to 4 minute speech, when delivered well, can have a great impact.
- While statistics can pack a punch, they must be chosen wisely in a speech. Too many statistics just aren't effective. Pick the best numbers and insert them wisely into your speech. (You should have your statistics on note cards – you don't want to get the numbers jumbled.)

Make it interesting

- Statistics and stories can transform your speech from good to great. They keep the audience interested in what you have to say. Find a touching story of someone affected by your issue, or give a story of what this issue has meant in your life or why you got involved. An example of an interesting statistic: "\$10-14 billion a year is needed to achieve *universal* primary education by 2015. – This is less than what American parents spend each year on Barbie dolls."

Keep the audience involved

- Often speakers excite audiences about an issue, but don't channel that excitement into action. Give the audience many ways to help – ask them to sign a petition, or give of their time or money. Some people may not help, but you never know until you ask.
- Give out a flyer after your speech outlining your main points and websites where people can find more information. You may want to put your contact info (or your club's) on the sheet, too.
- Leave ten minutes or so for questions after your speech.
- During free time or as the event is ending, mingle with your audience. Listen to how they felt about your speech and answer any other questions. Speeches can be an important networking opportunity.

Be Energetic, Dynamic, Excited and Genuine

- Your audience gets their cues from YOU! If *you* have energy about an issue, they will too. Don't sound phony. If you sincerely care about your issue and have enthusiasm, you can convey that to others.
- Know that you can make a difference. Take that sense of empowerment to your audience.

**Most people are nervous before speaking to a group. –
Even important people who make speeches everyday. Remember:**

"Courage is not the absence of fear, but rather the judgment that something else is more important than fear."

(Ambrose Redmoon)