

UNIT-4

The speech of introduction is a brief speech that provides the main speaker's qualifications. This speech prepares the audience for the main speaker by establishing the speaker's credibility and helps make the speaker feel welcome. To write the speech of introduction, gather biographical information about the speaker.

What is Introduction Speech?

This speech is the primary means of introducing oneself to an intended crowd. The crowd can be your colleagues, employers, groupmates, business partners, or only people you will like to influence your thoughts and beliefs. It should be concise enough to introduce your goals, interests, or ideas in a short time.

Importance of Speech of Introduction:

A speech of introduction presents a brief background of yourself to the crowd regarding goals, interests, strengths, beliefs, and achievements. It is concise enough to introduce, break the ice, and imprint oneself on the public.

Introduction speech can be a forerunner of other prominent addresses, an introduction for a guest speaker, or just a speech that elicits acquaintance and influence.

Four Characteristics of a Good Self- introduction Speech:

Leaving lasting first impressions is as important as giving your introductory speech. Good speech of self-introduction must have the following qualities:

- **Factual**

Details about your personal life and success should be presented as accurately and factual as possible regarding names, dates, and events. There should be no bluffs included, and events should be chronologically correct as it reflects your credibility and honesty.

- **Concise**

A good introduction speech example should be concise in delivering your goals, interests, and intended influence on the crowd but not too dragging to create impatience. The longer you talk, the higher chances of the audience getting disinterested in your intentions, leading to impatience and disengagement.

It is essential to give a catchy, concise, and factual introduction to promote and sustain audience engagement.

- **Adaptable to the Audience and Occasion**

A speech of self-introduction should convey information that is relevant and adaptable to the intended audience and occasion. You can jot down notes about the audience's preferences and type of event and accustom your speech accordingly. Nothing is more impactful than an introduction speech that significantly appeals to audience interest and occasion-specific.

- **Exciting**

You can create a steady build of anticipation for your speech by adding inspirational words, quotations, or compelling words. In this manner, your audience will sustain their engagement with your address and initiate interaction.

Steps in Creating an Introduction Speech

The step-by-step process of crafting your speech of introduction includes:

1. Preparation
2. Practice and editing
3. Planning; and
4. Actual delivery of a speech.

1. Preparation:

Preparing for your speech involves creating a speech outline, presenting hobbies and interests, self-selling, and standing out.

Steps in Speech Preparation	Reminders
Creation of Speech Outline	Identify the main points of your speech to determine the most important thing to say. These points can be: Name statement in the first part of your speech. Work interests and careers goals presented in one sentence Educational or professional background appropriate for the speech .
Presentation of Hobbies and Interests	Your hobbies and interests can be added to the speech, depending on the audience or speech purpose. It establishes one’s authority and tangibility on the subject or intended purpose. It is better to prepare two speeches, one draft with experience/hobbies, and one without it. You can let an objective listener evaluate the address to determine its impact and applicability.
Self - Selling	You can give an introduction speech example containing your professional capabilities and achievements without going overboard. Highlight capabilities, characteristics, and experience relevant to the audience and occasion. Avoid including irrelevant information when speaking to new colleagues.
Standing Out	Your speech of introduction can be exceptional among your peers by presenting your achievements, experiences, and learnings sincerely. You can show your skills and experience while highlighting the drive for learning and development. This concept of standing out can be connected to your speech outline of career goals and personal development.

2.Practice and Editing:

The second major step in speech creation is practicing and editing your speech. You can trim down your speech, use short sentences, rehearse, and memorize your address accordingly.

Steps in Speech Practice And Editing	Reminders
Trimming	Present your speech of self-introduction in two or three sentences. Keep it as brief and informative as possible. Make sure to present the speech at a recommended time, usually within 3 to 5 minutes.
Use of Short Sentence	Deliver your speech using simple, clear sentences to avoid uncertainty on the part of the audience. Carefully build the sentence structure and avoid long-winding sentences.
Speech Rehearsal	You should be able to practice delivering your speech, taking note of inflections, tone, and delivery manner. Practice in front of a mock audience. Determine the audience impact of the speech, strengths, and weaknesses of the speech from their feedback.
Memorization	It is better to deliver a memorized introductory speech as it conveys control, conviction, and confidence on your part. It also sustains your audience's interest in your speech .You may use an index card containing only the bulleted list of the vital speech points during speech delivery.

3.Planning:

Planning your speech ahead of time involves determining your target audience, relevant points, and speech purpose and tone.

Steps in Speech Planning	Reminders
Determination of Target Audience	Always determine your intended audience, the purpose of the speech, and others' expectations toward your speech. The type of audience will influence the tone and purpose of the speech.
Use of Relevant Points	Stick with one to two main points about yourself, then add more issues as time allows. Ensure you deliver a general view of your skills, experiences, and interests to your target audience, rather than narrowing to a specific, unrelated point.
Speech Purpose And Tone	The purpose of the speech is the message you want to convey to your crowd. The speech tone refers to the manner of delivering the introduction speech. It can be friendly, conversational, or professional, depending on the target crowd. Always adjust your tone and purpose according to the target crowd and occasion.

Actual Delivery of the Speech:

Lastly, essential considerations before delivering your actual speech include relaxation, acceptable body language, avoidance of rush, and use of humor in case of a mistake

Steps in Speech Delivery	Reminders
Relaxation	Try to alleviate your nervousness by doing relaxation techniques like deep breathing, visualization techniques, and imagination of ending the speech. Find a peaceful place and take a few minutes to prepare yourself. Take a deep breath, focus on breathing, and count release of breath. These techniques will calm your nerves as well as channel your inner confidence during the actual speech delivery.

<p style="text-align: center;">Good Body Language</p>	<p>Project a strong, engaging, and confident image to your audience when you are delivering your speech by adapting an open body language: Direct eye contact across the room in a controlled way. Try to project a genuine smile to your audience. Maintain a straight posture. Avoid arm crossing or hand clutching. Alternately shift glance from left to right side of the room in a controlled yet relaxed manner.</p>
<p style="text-align: center;">Avoidance of Rush</p>	<p>You need to discover balance and speed in the delivery of your speech. Practice delivering your speech in front of others or recording it and listening back to your speech. In this manner, you can identify the pacing and pauses of your speech.</p>
<p style="text-align: center;">Use of Humor in Case of a Mistake</p>	<p>You can use a quick, humorous take to your mistake and immediately move on. The target audience appreciates humility in recognizing the mistake. However, avoid dwelling long on the error as it can affect the audience's interest in your speech. Using humor in a self-introduction speech example is as follows: "I am sorry, I am just so excited to share my beautiful thoughts that I mixed up all my words. Let me discuss that again."</p>

Different ways of starting a speech of introduction and actively engross your target crowd.

1. Current Events Reference:

Starting your speech with a current, relevant news event is an effective way to grab attention, as it shows the relevance of the topic in today's world. You can use news or the latest trends related to your intended speech purpose and target audience.

An excellent introduction speech example may start with "Good afternoon. America hits 1,000,000 cases of Covid-19 for July 2020."

2. Use of Quotations:

Initiating an introduction speech with a pertinent quote sets the tone for the rest of the speech. You can start a speech of introduction with a quote from Bill Gates, "Life is not fair, get used to it."

3. The 'What If' Scenario:

The power of engagement lies in the speaker's ability to immediately draw his/her crowd's attention to the speech. Asking a 'what if' scenario entices the public to follow the flow of your thoughts.

“What if we are the sole human inhabitants of this galaxy? What would happen if our races become extinct?”

4. Use of the Word ‘Imagine’ :

This technique applies the guided imagery by attracting your audience toward visualizing a mental image of an extraordinary situation. It aims to engage all the audience’s senses to maximize impact and encourage them to think positively.

“Imagine being stranded on a deserted island with no one beside you. What would be the first thing that you would do?”

5. Story tell :

A well-rehearsed short story or anecdote draws the audience’s attention and elicits emotional involvement and inspiration during a speech. People would remember personal stories easier than formal public speeches. Start with a touching story from someone or your life story, and watch how this story paints an immediate visual appeal relatable to your audience.

“When I was young, we had a large dog that protected me from harm...”

6. Begin with a Shock:

Have your audience hanging on their seats during your speech by delivering powerful, compelling, or startling statements followed by a brief silence. You will have them engaged with your speech while wondering what you will say next.

“We cannot lose. We can’t lose...”

7. Ask Questions:

Presenting a literal or figurative question to your audience at the opening of your speech elicits an intuitive answer, whether a response is needed or not. It allows the audience to feel included in your thoughts and build some sense of rapport.

“Who would not want to be perpetually rich from his perseverance?”

8. Play with Humor:

Humor is an effective way of gaining an audience’s interest. You can crack a few jokes to start your speech, but always make it appropriate and relatable to your target audience and occasion.

9. Statistics:

You can use a compelling, personalized statistic that will incite an emotional plea and convey your message directly across the audience. It can also be an astonishing factual statistic that provides a solution to the audience’s problems and relevant to your chosen topic.

“It is amazing to think that 70% of the world population recovered from Covid-19...”

The following are unique finishes for your formal speech of introduction while confidently leaving a call to action or a gentle emotional tug. You can even create your signature close for your introduction speech.

1. Title :

You can use the title of your speech (if there are any) as your final remarks. Final words linger, cements your message, and moves your audience.

2. Circular :

You can bounce back to your opening quote or story, reiterate, and summarize the main points of your speech.

“We have arrived at the end where we have started...”

3. Challenge:

You can leave an impressive call or challenge for change, action, or participation from your audience. This challenge will motivate your audience to initiate actions based on what they heard from your speech.

“Let us not rise to get up but rise once we have fallen...”

4. Quotation:

Cite a famous quotation to create a lasting impression for your speech, as well as initiating its closure.

“With your help, we can think anew, and act anew on the new issues before us today.” – quote from President Abraham Lincoln

5. Repetitive :

Use a phrase and build it repetitively and cumulatively, similar to an increasing drum roll. This repetitive finish will increase the impact of your speech to the audience.

“A duty, do it. An opportunity, grab it. A journey, enjoy it. A goal, attain it...”

6. Singsong:

Deliver and restate a specific phrase a few times within your speech. Ask your audience to repeat back the phrase on cue. This singsong finish leaves a remarkable ending to your speech.

7. Benediction :

You can extend kind gestures by giving blessings at the end of your speech.

“Godspeed and take care on your journey...”

8. Congratulatory :

Use a congratulatory remark as the final part of your speech. This congratulatory finish motivates the audience toward change or action.

“I salute all the individuals on their selfless plight...”

9. Demonstration :

Lastly, you can show some gestures or point to a prop to signal the closure of your speech.

For example, you can imitate the closure of a book with your hands and say, “Now concludes the final chapter...”

vote of thanks:

A vote of thanks is **a well-prepared speech given formally and publicly to thank the host, the organiser and other participants for their presence and contribution to an event.**

Giving a vote of thanks can feel intimidating at first, but we're here to make it easy. In your speech, you'll thank everyone who's helped make your event a success, such as the organizers or guest speakers. You'll typically give a vote of thanks at a public event, conference, or special occasion as the event is coming to a close. We'll walk you through all the steps to giving a fantastic vote of thanks. When your moment comes, you're going to do a fabulous job, so let's get started!

1. Opening Your Speech:

Address the audience with an opening line. One option is to start your speech with a quote about giving thanks that you find meaningful.[1] Alternatively, you can just greet your audience.[2] Really draw your audience into your vote of thanks by making them a part of it.

- “Maya Angelou said, ‘Be present in all things, and grateful for all things.’”
- “Good evening, distinguished guests.”
- “Rumi said, ‘Wear gratitude like a cloak, and it will feed every corner of your life.’”
- “First, I’d like to thank everyone for being here.”

Introduce yourself and your role. If you haven't already given your name, now is a good time![3] Tell your audience you've been asked to give a vote of thanks, and in 1 or 2 sentences, explain your relation to the organization. You might also include your role in the event.

- “My name is Jane Doe, and I’m the chairman of the School Anti-Bullying Committee. It is my honor and privilege now to give a vote of thanks to all those who helped make this assembly happen.”
- “I’m Camille Harris, and I’m the organizer of today’s event. On behalf of the Oakville Food Bank, I have the honor of giving our vote of thanks today.”

Acknowledge the organization that brought everyone together. Every person in the room is likely to have some affiliation with the overarching organization. Before you move into the body of your speech, it's nice to start with gratitude toward your host.[4] Say 1 to 2 sentences about the event's sponsor.

- “We would not be here without the hard work of the Anti-Bullying Committee.”

Thank you to our volunteers for working so hard to make today happen.”

- “I’ll start by thanking the Oakville City Council for bringing us all together today.”

Thanks to their generosity, this event has been made possible.”

2. Thanking People:

Identify the people you want to thank. This list usually consists of speakers, guests, participants, organizers, volunteers, and sponsors.[5] Before you deliver your speech, write down the people and groups you've mention so you don't forget anyone. Everyone who helped wants to feel like they played an important part, so make them feel special.

- “I’ll like to thank the teachers for taking time away from their curriculum to allow students to hear this message. This assembly would be impossible without your support.”

- “I’d like to thank Mr. Gomez for speaking at tonight’s event, and I want to thank all of you for your contributions.”
- “Thank you to our guest speaker Dr. Wu for sharing her research on recycling and repurposing used materials. I’d also like to thank our event organizers for planning tonight’s dinner, and our volunteers for setting up and cleaning up after the event. Without them, tonight wouldn’t be possible.”

Be sincere and concise. You don’t have to gush to show your appreciation. Ironically, a long speech can turn off your audience—including the people you’re trying to thank. Keep your vote of thanks short and sweet to make a big impact.[6]

- Instead of, “Mr. Phillips, I cannot thank you enough for letting us use your room to practice. Your generosity and kindness toward our committee has been overwhelming, and we would be nothing without you,” try: “Mr. Phillips, our committee is so grateful to you for letting us use your classroom to practice when we had nowhere else.”

Call back to a specific moment from the event and respond to it. Show the guest speaker that you were actively listening by referencing something they said that stuck with you. In a few sentences, mention an idea a participant brought up and point out its relevance to the event’s overall themes.[7] If you can, talk to the speaker ahead of time to find out what points they’re going to make.[8]

- “Dr. Wu’s tips for befriending bullies really stuck out to me because it reminded me that our club’s goal is to spread kindness.”
- “Mr. Gomez’s comments about generosity really spoke to me. When we give, we truly create a community.”

3. Concluding Your Vote of Thanks:

Underscore your organization’s value. At the end of your speech, talk about what makes your organization special and give your audience something to think about.[9] Emphasize ways your group helps your community, or how your audience can get more involved. End your speech by giving the audience a positive view of your group.

- “I would like to thank everyone who helped our committee make this anti-bullying assembly a reality. We are trying to make our halls a safe, friendly space for all students who walk down them, and it’s events like these that help us achieve that.”
- “I’d like to extend my genuine thanks to all of you for helping our organization provide food to people in need. Without you, there’d be a lot more hungry bellies in our community.”

Thank everyone again. When you’re giving a speech, your conclusion should summarize your main points.[10] In this case, you’re thanking people for helping your event happen. As you wrap up, address the entire audience with a big “thank you” because they all came together to make the day a success.

- “Again, I’m grateful for each and every one of you.”
- “One last time, I’d like to express my appreciation to everyone who worked on this event.”
- “I’d like to end by thanking all of you one last time.”

Speak for about 2 to 4 minutes. Be concise in your vote of thanks, especially at the conclusion. It's the end of the event and your audience doesn't want to be kept waiting.

Be considerate of their time and limit what you say to what needs to be said.[11]

- “Thank you, everyone, for taking the time to be here today and for listening to me speak. I am so grateful for this opportunity. Have a great weekend!”
- “Thank you, everyone, for being here tonight.”

What is a Special Occasion Speech?

A special occasion speech is a speech given to commemorate someone or something. In other words, it is a speech written and given to celebrate, honor, remember, or memorialize someone or something.

Special Occasion Speech Definition

- Special occasion speeches are the type of speeches given to mark the significance of a specific event.
- The particular events include a wedding, a birthday party, graduation ceremony, funeral, farewell, award ceremony, etc.
- These speeches are brief and specific to the event. Some special occasion speeches are informative, and some might be inspirational.

Some special occasion speech ideas :

- Prepare a eulogy for a famous person and remind the audience about his accomplishments.
- Give a maid of honor toast at your best friend's wedding.
- Deliver an acceptance speech for winning an award.
- Present an employee of the year award.
- Give a roast when your best friend is leaving the organization.
- Deliver a keynote address at a company's annual convention.
- Deliver the best man speech to a wedding couple
- Deliver a commemorative speech to mark an essential milestone in graduates' lives.
- Give a good introduction to the new president of the United States.
- Prepare a farewell speech for your exit party.

Types of Special Occasion Speech

There are many events, and each event has a particular type of speech to be delivered. People show their gratitude, appreciation, and condolence through their speeches.

The list of special occasion speeches is grouped into two different categories:

1. Ceremonial Speaking
2. Inspirational Speaking

1. Ceremonial Speeches:

Ceremonial speeches are given at ceremonies by the observance of formality and decorum. The ceremonies are special occasions that people arrange to celebrate something. There are eight common types of ceremonial speaking. Let examine them one by one.

- **Speech of Introduction**

An introduction speech is a mini-speech given by the host of an event to introduce the upcoming speaker. This speech is very precise and short, given only to familiarize the audience with the speaker going to deliver a speech.

A good introduction speech could be like this:

“Have you watched Marrie Jhonson’s recent interview about depression? She has done tremendous research on the causes of depression and how the United States people deal with depression. You need to listen to her because she has some incredible facts to share about depression.”

This introduction has creatively introduced the speaker and her topic while making the audience interested in her speech.

- **Acceptance Speech:**

The speech of acceptance is given by a person who has just received an award, a prize, or an honor. The speaker usually starts by thanking everyone and ends with expressing appreciation. The speech of acceptance basically has three main components:

1. A special thanks to the prize or award giver.
2. Other special thanks to those who have helped in achieving the goal
3. The prize or the award needs to be put into perspective.

When you prepare for an acceptance speech, you need to think of the people you want to thank. List down their names in the order you want to thank them.

- **Presentation Speech:**

The presentation speech is given while presenting an award, prize, or honour. The basic purpose of the presentation speech is to recognize the person’s accomplishments about the honour or award.

These speeches provide the following components:

1. Highlights the award’s significance that is being given
2. Highlights the merits of the award recipient
3. Enhance the credibility of the award and the event by personalizing the speech

Have a look at the following presentation speech example and learn to make the award/prize and the person being honoured centre of the attention.

- **Dedication Speech:**

Speech of dedication is delivered to dedicate something to someone. It is usually given at an inauguration ceremony, a building named after someone, a new shop opens, and so on. The dedication speeches are intended to highlight the importance of a project and to whom it has been dedicated. When preparing for a dedication speech, you need to consider the following factors:

- How you are involved in the dedication
- Explain what is being dedicated

- Explain who was involved in the project
- Explain the importance of the project

- **Toast:**

A toast is a kind of brief tribute to a particular person or a specific event. It is designed to appreciate and congratulate the people being toasted. It allows the speaker to recognize the person's achievements and give the best wishes for the future.

While delivering a toast, keep these key points in mind:

- Keep it brief and specific to the event.
- Focus attention on the person being toasted
- Avoid any inside joke which is not accessible to all of the audience as toasts are public.
- End the toast by praising the person being toasted

- **Roast:**

A roast is an interesting and funny speech because it is designed to praise and humorously insult the person being toasted. It is usually delivered at the end of a banquet to honor a person's life achievements

Follow these tips to write an interesting toast:

- Think about the person who is being roasted.
- Look for any amusing story or a strange habit of the person being roasted.
- Poke fun at them but avoid massacre the specific person.
- Avoid the things that are truly private or might hurt the specific person's emotions.
- Choose the jokes and stories that work best with all of the audience.
- Make your speech as humorous as possible.
- Leave with a positive note and appreciate the person.

Make sure you follow all these tips so that you can easily write an amazing toast.

- **Eulogy:**

A eulogy speech is a special occasion speech given in honor of a person who has died. It is delivered to pay tribute to the departed soul. It is given by the priest, imam, or any other religious leader.

When preparing a eulogy, the speaker needs to do the following things:

- Get a lot of information about the departed soul. It will help to personalize the eulogy.
- Remind the audience about the deceased person and his/her life achievements
- Tell the deceased's story.
- Celebrate the deceased's life and mourn their death

- **Farewell Speech:**

It allows you to say goodbye to a current part of your life as you are moving to another part. The speeches are very common at college and university farewell parties. The graduating class says farewell to the institute as they are moving forward.

- The goal of the farewell speech is to thank and appreciate the people who are currently a part of your life. As you move forward to the next position, pay tribute to the people who have helped you achieve your goals. A farewell speech gives you a chance to commemorate and remember the good times you have had.

- **After Dinner Speech:**

After-dinner speech is directed toward a specific group. It aims to entertain yet inform the audience about a particular issue. They are quite tricky because of their dual role, but with practice, anyone can deliver an effective speech.

As the name suggests, these speeches are delivered at dinners after when they are done. A dinner speaker makes a serious point by efficiently using humor to make a significant mark on the audience and occasion.

2. Inspirational Speaking:

The goal of the inspirational speech is to inspire the audience to believe something or act upon something. It aims to inspire the audience to take a particular action regarding personal or professional growth.

There are two types of inspirational speeches. Let review each of them.

- **Goodwill Speech:**

Goodwill speeches are delivered to build a goodwill relationship with the audience. These speeches seek to introduce an entity or a person to another group, organization, or country. These speeches are informative as well as persuasive in nature.

There are three types of goodwill speeches:

- 1) Public Relations Speech - intended to enhance the speaker's or the organization's image.
- 2) Justification Speech - attempts to defend why a particular action has taken or will be taken.
- 3) Speech of Apology - given to accept the mistake, apologize, and ask the audience for forgiveness.

All of the goodwill speeches not just inform the audience but attempt to persuade them at the same time.

- **Commemorative Speech:**

Commencement or commemorative speeches are usually given at graduation ceremonies during which the degrees are being awarded to the students. It is a kind of celebration that marks an important milestone in graduates' lives. It is usually given by a well-known person who is recognized by many i.e. the president of the country.

The commemorative speech has these basic components:

1. Highlight the importance of the day in the graduates' lives.
2. Count the accomplishments of the graduating class.
3. Gives best wishes for the future endeavor.
4. Put the light on future goals.

Here we have a good commemorative speech example for you.

How to Write a Special Occasion Speech?

It is a well-known fact that there is no universal recipe for writing a perfect special occasion speech, yet we want to provide you with the basic process that keeps you inspired. Here is the step by step process of writing a special occasion speech:

1. Special Occasion Speech Outline:

The special occasion speech outline is the same for all types of speeches. It has three main components: introduction, body, and conclusion. The outline is the same for every type of speech; the difference is the content it contains.

2. Consider the Special Occasion:

As there are eight basic types of special occasion speeches, you need to consider the occasion for which you are preparing your speech. Each type of speech contains different content that is specific to the event.

3. Special Occasion Speech Introduction:

No matter what type of special occasion speech you are giving, the introduction needs to be compelling enough that grabs the audience's attention immediately. Below are the steps you can follow to write the introduction:

- Grab the audience's attention by telling some interesting facts specific to the event you are delivering a speech for.
- A thesis statement tells the main purpose of your speech.
- Preview the key points of your speech and transition to the body section

4. Special Occasion Speech Body:

In the body section, you are allowed to talk about the topic in detail. Present the supporting evidence that enhances the credibility of your thesis statement. Share all the necessary information required to convey the complete message.

The body section could be longer, and it could be short. It all depends on the type of speech you are giving and the time you get to deliver your speech's content.

5. Special Occasion Speech Conclusion:

The conclusion is where you wrap things up. Summarize all of your main points here and close the speech with a compelling message.

Theme of Speech

The central topic of a speech, discourse, sermon, essay, or other literary work. One of the Novel's themes was the power of hope. The need for change was the major theme of the Candidate's speech.

Theme speeches can be recurring viewpoints, ideas, principals, personal interests, scientific issues, objects, history stories, or school course subjects, etc

How much of my time does theme speech planning require?

It's really up to you. It can take as little as 30 minutes or more. It depends on what materials you choose to use, and how concise or lengthy the materials. Most of your time is spent in the

first part of preparation, which is identifying what resource to use. Then you want to organize your speeches according to each project.

You have just created:

- More practice time
- Eliminated a stumbling block
- Build familiarity with a topic
- Continued your speaking momentum

2. Have fun with theme speech planning!

How can you prepare to do theme speeches?

You can prepare all ten speeches at one time or you can prepare two at a time. I would suggest that you prepare at least two speeches. That way you always have a pocket speech prepared just in case you are called on to be a speaker. To make this task simpler, use the following as resources to find your own themes:

- Internet
- College Course Books
- Self Help Books
- Books on Tape
- Newspapers
- Magazines (such as health, medical, etc.)
- Biographies
- Kids
- Parents
- Co-workers
- Holiday

Why your speech should have a theme too

What you may not realise is that themes are also an excellent tool use when writing your speech. Most of the speeches I help my clients develop have a clear theme. Here's why:

A theme provides much-needed structure

How many times have you heard a speech to on and on, almost like a stream consciousness monologue? Probably too many to count. This is likely because the speech giver didn't take the time to organise his thoughts in an easy to understand manner. As a result, you're left wondering exactly what this person is trying to communicate. A theme can provide a clear structure to the speech, making it easier for the speech giver to present his thoughts and ideas. I often recommended that the theme be weaved throughout the speech from beginning to end. You don't want to go over board with this, but tying into the theme throughout can provide the framework that so many of today's speeches are lacking.

It helps tell a more compelling story.

Having a thematic speech allows you to be a more effective storyteller. When you have an overarching message, its easier to use that as a spring board to share compelling information and anecdotes. Maybe your child is passionate about basketball and you build a speech around the rules of the game are the "ones shining moment " song that is played very year during the NCAA tournament. Maybe your child loves Disney and you describe how she has traits of the various princesses. The trick is to use the theme to paint a picture of who your child is and what

makes them unique. The theme of your party could be a spring board for this or the theme could be something completely different.

A theme helps make your words stand out.

One of the biggest challenges with special occasion speeches is that they start to sound alike after awhile. They tend to follow a similar “cookie cutter” pattern and as a result, nothing truly stands out. With a theme, you can add an element of interest or even surprise that may be more difficult to achieve with a more traditional approach. The goal is to leave your guest knowing more about your child than they new before and selecting a solid thing can be a great way to present that information.

A theme can faster a greater connection with your audience.

A clever or meaningful theme may resonate more strongly with your audience than a speech that is more straightforward. Many times, audiences aren’t expecting a thematic approach and they are more apt to really pay attention to what you’re saying when it’s presented in a compelling way.

Coming up with the right theme can be challenging. But when you find it, you will be surprised at what a meaningful impact it can make on your guests and most importantly, your child.

Audio-Visual Aids

Introduction

Audio-Visual aids are also referred to as educational material. Audio means that “hearing” and “visual” means seeing. All such aids that endeavor to create things clear to us through our senses are referred to as “Audio-Visual Aids” or educational Materials. These learning materials create educational things as real as potential and provide us primary data through the organs of hearing and seeing.

Therefore, any device which may be won to create the educational expertise a lot of concrete, effective, realistic, and dynamic are often thought of as audio visual material

Audio-Visual Aids:

Definition:

According to Burton: “These are sensory objectives, and pictures stimulate stress on the educational method.

According to Carter V Good: “Audio visual aids are those ads that facilitate in finishing the triangular method of learning that classification and stimulation

Characteristics of a Smart Audio-Visual Aid:

There are some options; their worth depends upon the extent to that they assist in achieving the subsequent characteristics; these are mentioned underneath the subsequent heads are :

Relevancy: The aid should be relevant to the construct that has to be developed. A really necessary life is the extent to which any help is directly associated with the understanding of

the topic matter, a visible aid might be correct to the simplest details, comprehensible and fascinating.

E.g., Use of a Flipchart to justify diet.

Accuracy:

It is vital to create the audio visual aids correctly. The aids should be correct in form and size.

Interest:

Almost all the topics are often tutored with the assistance of audio visual materials. As a result, it creates interest through visuals, copy, footage, etc. It makes robust subject material fascinating, appealing, and charming

Understandability:

Audio visual aids ought to relate the new expertise with past expertise ought to be inside the comprehension of the scholar's World Health Organization are to use it. It ought to one with the previous data, so as to create teaching a lot of erection

Motivation:

Audio visual aids ought to encourage learners by overcoming the educational. They must promote the learning of most scholars.

Audio-Visual Aids: Classification

Audio visual aids classification is based on the idea of sensory experience; relatives derive learning, chiefly through direct sensory contact. Keeping this seeable, these are often classified into three main groups:

Audio Aids: These embody Radio, Tape-recorder, Audio electronic equipment, Language laboratory, etc.

Visual Aids: It includes charts, Black and Whiteboard, Maps, Pictures, Models, textbooks, a projector, Transparency, Flash-cards, Print materials, etc.

Audio-Visual Aids: Includes LCD projector, projector, TV, Computer, VCD player, Virtual schoolroom, Multimedia, etc.

Audio-Visual Aids: Advantages

- **To Challenge the Attention of the Pupils**

The teacher who uses devices can usually see that the attention of the whole classroom is on the lesson and that they should not be distracted.

- **To Stimulate Imagination and Develop the Mental Imagery**

Devices stimulate and increase the imagination of the pupils. Intellectual imagery can be used as a vehicle of thought and as a means of clarifying ideas and concepts. As imagination plays a vital role in any innovation and any learning, almost all the innovations are in the form of imagination, and they evolved to be theories and principles.

- **To Facilitate the Understanding of the Pupils**

The most widely acknowledged use of aids, whether visual or audio-visual, is useful in aiding understanding. As we learn everything and anything after understanding otherwise, there can be any learning without understanding. Language learning can be acquired by using models, filmstrips, movies, and pictorial material to supplement textbooks and printed materials. Material devices give significance, importance, colour and imagery body to the idea presented by the instructor.

- **To Provide Incentives for Action**

The use of devices in education, such as pictures and objects, will arouse emotion and incite the individual to act or learn. The teacher must select the right kind of device to excite the students to a worthwhile intellectual activity during the class.

- **To Develop the Ability to Listen**

The ability to listen can be developed best through the use of audio-visual materials. It is also the responsibility of the schools, colleges, and other educational institutions, to provide training for our students to be good listeners first.

Audio-Visual Aids: Disadvantages:

- Technical Problems
- Student distraction
- Expenses
- Time
- Space
- Convenience

Conclusion:

Audio visuals aids play a vital role in the retention of the topic matter or a protracted amount of your time. Most of the topics within the numerous subjects are often coated by audio-visual aids. This is the explanation that electronic equipment day category space is shifted from black boards to good boards and projectors. It's a production variety of communication using sound and lightweight effects. Not all folks are visual or sense modality learners, the mixture of sunshine and sound promotes and reinforces this retention and permits the audience to hook up with the complete message.

PRESENTATIONS

Definitions:

- An activity in which someone shows, describes, or explains something to a group of people.
- A talk giving information about something.
- Presentations are typically demonstrations, introductions, lecture, or speech meant to inform, persuade, inspire, motivate, build goodwill, or present a new idea/product. Presentations usually require preparation, organisation, event planning, writing, use of visual aids, dealing with stress, and answering questions.

Key Takeaways:

- Presentation skills are important in the work place because they can be used for meetings, interviews, conferences.
- Presentation skills include research, organisation, and adaptability.
- Practice as much as possible before a presentation so that it becomes muscle memory, however, to engage the audience, be flexible with your presentation's performance.
- Good presentations are informative, engaging, and precise.

5 Different Types of Presentations:

Presentations can be presented for different purposes. Before presenting a presentation, it is necessary that you have a clear idea regarding the purpose of the presentation.

Below is an overview of some of the 5 most common types of presentations:

1. Informative :

You might need to create an informative presentation to explain important details tied to a topic before an audience. This type of presentation might be brief, with essential information. Such a presentation is usually based on facts and avoids too many complicated details and assumptions.

Examples: class lectures, research findings, technical information, results from experiments, etc.

2. Persuasive:

A persuasive presentation is geared towards convincing the audience to believe a specific point of view. Such a presentation might conclude with a call to action.

Examples: product demos, sales pitch, investor pitch, presentations on social issues, debates, etc.

3. Instructional:

Such a presentation might be provide an audience with instructions, such as regarding a process, or the use of a product. Such presentations are usually longer, as they require demonstrations and detailed explanation of each aspect of the topic.

Examples: Tutorials for using a software, device or machine, employee orientation presentations, explanation of a course syllabus, etc.

4. Arousing:

This type of presentation is meant to make the audience think about a certain topic. This can be to appeal to the intellect and emotions of the audience to point them towards a certain point of view or to start a social debate.

Examples: Religious speech, presentation about a taboo, motivational presentation, etc.

5. Decision Making:

Some presentaitons are conducted with the sole aim of providing facts and figures to help the auience reach a decision. This might include a business presentation about say, market share, profits, project revenue and market competition; so that the board members might be able to decide a future course of action for the company.

Examples: Business meetings, presentation about legislation and laws, a SWOT analysis presentation etc.

6 . DIFFERENT TYPES OF PRESENTATIONS

Presentations should be as unique as your business and information you're trying to present. However, there are certain types of presentations that are common across industries and teams. Before you worry about which slides to include or how to organise your information you will need to determine which type of presentation is best for your audience.

To figure this out, ask yourself : Are you entertaining or informing?

Are you speaking to colleagues, investors, or potential customers?

Asking this questions will help you choose the type of presentation that supports you best. Beautiful is here to make this even easier with a description of different types of presentations to help you choose.

Informative Presentations:

An informative presentation is educational, concise, and to the point. While other presentations

may entertain or inspire, the main goal of an informative presentation is to share information.

A good example of an informative presentation is a human resources benefits presentation. Human resources needs to explain what benefits employees receive, how benefits work, which important dates employees need to remember, where employees can find more information, and so on.

An HR benefits presentation for new hires (or any informational presentation) should be short, straightforward, and easy to understand so that new employees will remember the information they're given.

Instructive Presentations:

A presentation that teaches something is similar to an informative presentation, but it goes beyond sharing facts. It also instructs the audience on a specific topic. People attend or view an instructive presentation with the intention to learn, and they leave with a better understanding of the topic of the presentation.

There are many examples of instructive presentations. Workshops, training sessions, or webinars teach audiences a new skill or procedure by offering specific information or instructions. Explaining new policies to a company is another type of instructive presentation. For example, an HR benefits presentation for new employees may be informative, but a presentation for existing employees about policy changes might lean more towards instructive, especially if employees have to take action or need to ask questions.

Persuasive Presentations:

Many presentations hope to sell something or persuade the audience to take certain actions. Persuasive presentations often present a problem and explain their solution using data. Examples of persuasive presentations include business pitches or sales proposals.

For example, a startup company looking for initial funding may need a startup pitch deck or a Series A presentation to convince investors to back their idea. A startup pitch deck would explain a problem in the market, how their startup will solve that problem, and how they'll monetize their business. A Series A presentation can help a startup secure more rounds of funding to grow their company and pursue further goals.

Motivational Presentations:

One of the most prominent examples of inspiring presentations? TED Talks. Many motivational speakers use TED Talks to inspire people to think or change their behaviour.

Motivational presentations in the business world may not be as dramatic or life-changing as a TED Talk, but they still aim to generate interest or gain an audience's approval. A company overview presentation is a good example of a motivational presentation. It may present the information of a company — how it was founded, who is leading it, what the company does — but more importantly, it tells the company's story.

A company overview presentation connects with the audience. A manager may use it to boost

morale at a team meeting. Or an executive may present a company overview to convince potential customers or investors to work with them. Or, an HR rep may use it to make new hires feel welcome and excited to join the company.

Decision-making Presentations:

A presentation that shares a problem, solution options, and their outcomes can help speed along the process. Decision making presentations might be found in business meetings, government meetings, or all-hands meetings.

For example, let's say a company wants to improve engagement on their social media channels. There are many ways they might achieve their goal, including hosting giveaways, dedicating more resources to creating Facebook posts or Instagram stories, and researching their audience or competitors to see how they can improve. A marketing campaign plan template for a presentation would keep details of the problem, different options, and possible outcomes organized in one place. It would inform and guide everyone involved in the meeting, helping them make informed decisions on how to move forward.

Progress Presentations:

Imagine our hypothetical company decided on a marketing strategy to meet their goals. Now that they have a campaign in place, they need to report on the progress of said campaign. This sixth presentation type shares status updates, progress towards deadlines, collected data so far, any obstacles popping up, and tasks that need to be added or adjusted.

A team stand up presentation is a great example of this type of presentation. Team stand up presentations usually include an agenda, talking points, deliverable updates, discussion topics, and time for questions at the end. This presentation keeps everyone organized and focused, ensuring that everyone is still on the same page and working towards the same end goal.

Types of Presentation Skills:

Being a skilled presenter requires a constellation of hard and soft skills. As you read through this list, think about where you're naturally strong and where you could do with some improvement:

1. Research:

The first step of any successful presentation is the research and preparation phase. First and foremost, you have to become an expert on the content you hope to deliver. It's also essential to research your audience to know which information is most pertinent for them.

2. Planning:

Once you've completed your research, it's time to develop a plan. During this phase, you'll prioritize which information gets put front-and-center, and which is less vital for your ultimate goal.

Before you start drafting your presentation, it's crucial to keep your goal at the forefront: what do you want the audience to do after listening to your presentation?

Whether it's convincing a client to purchase a service, landing your dream job, or getting

a few laughs at a wedding, your presentation's goal should always be central in your plan.

3. Organization:

Audiences prefer presentations that are well-thought-out and delivered in a logical order. Before you even step foot in the room, you should know what you need to do to set up, have all your notes in order, and be aware of your allotted time.

You should also always arrive early for a presentation, so you can organize anything that needs organizing before you start. That way, you won't kick off your presentation futzing with wires while your audience starts drifting to their phones.

4. Verbal communication:

No surprises here, verbal communication skills are downright essential for an effective presentation. Even if you have very rigid notes to follow, being quick on your feet to answer questions or alter your content for the audience's benefit will serve you well during presentations.

5. Nonverbal communication:

Good body language means standing up straight, not fidgeting too much, and maintaining eye contact with your audience members.

Additionally, your inflection, pace, and energy are all elements of nonverbal communication. Adjust these according to your audience (through research or in real-time), and you'll be a more effective presenter.

6. Public speaking:

Some people get nervous just thinking about speaking publicly. There's nothing wrong with that, but it is crucial to keep your nerves under wraps for delivering the most effective presentation possible. Audiences are less likely to trust presenters who don't appear confident.

7. Memorization:

We've all seen presentations where the presenter is just reading directly off his Powerpoint slides – we don't need to tell you that those presentations are unequivocally bad. It's fine to have notes as a reference, but the more time you can spend looking at your audience rather than the sheet in front of you, the better.

8. Writing:

Being a good writer will help keep your presentation organized and give a boost to your credibility. Before you can commit your content to memory, you need to develop that content.

9. Story-telling:

Not all presentations require story-telling, but it can be a very effective method of grabbing your listeners' attention. It can be a hypothetical story that presents a question or problem, a real story that leads into your main argument, or a story that continues throughout to illustrate the duller facts your presentation covers.

While we tend to associate story-telling with more informal presentations (like a maid of honor's toast), it can be equally effective in a professional setting.

10. Rhetorical skills:

Rhetoric is all about persuasion: how are your words going to induce action from the listener(s)? Rhetorical appeals are classified under three headings: ethos, logos, and pathos.

Ethos establishes credibility in the speaker and trust in the listeners through confident delivery and expert testimony. Logos covers your presentation's logical thrust through statistics, models, comparisons, analogies, etc. Pathos is your presentation's emotional appeal, supported by vivid language and stories that promote certain values.

Every presentation will contain some element(s) of these rhetorical appeals, but the weight each gets depends on the situation.

11. Active listening:

Pay attention to which parts of your presentation are grabbing listeners and which are falling flat. If your audience's eyes start glazing over or phones start coming out, you know you're losing them.

Additionally, some presentations have a Q+A segment, so be ready to shut up for a second and give your full attention to each question.

12. Adaptability:

Like the above point, being able to adapt on the fly sets top-tier presenters apart from merely good ones. For instance, if you can tell your presentation isn't working, you can open up the floor and ask for questions as a way of determining your audience's priorities.

Using the ample research you conducted, you can start steering the presentation towards areas of genuine interest.

13. Delivery:

We bet you've heard some of the same Dad jokes multiple times in your life. Sometimes they're hilarious, and sometimes they induce an eye-roll. The difference? Delivery. Pace, timing, tone, and enunciation/inflection are all important elements of good delivery.

It's a tough thing to practice, but if you've got an anecdote to share in your presentation, maybe try it out on a few people beforehand using different delivery methods and see which works best.

14. Technical skills:

All right, you're all set with the perfect presentation, you walk into the room, and the A/V set up isn't what you were expecting. Well, if you followed our advice above, you showed up a bit early and had time to fix it.

Either way, being handy with different presentation software and just generally technologically-literate will lessen the stress associated with technical difficulties.

15. Analysis:

Phew, your presentation is done. Time to forget about presenting until the next one comes up, right? No siree – now is the time for you to take a step back and evaluate your performance.

What went well, where could you improve, and how did the audience respond? If you want to improve as a presenter, you must be continually tracking your strengths and weaknesses.

How to Improve Your Presentation Skills:

- **Watch and learn:**

You've seen presentations before, but to prepare for your own, try watching presentations to learn what works and what doesn't. If you're presenting at a conference, attend other presentations and pay attention to how the audience responds. Your audience probably won't be much different.

Alternatively, you could watch TED presentations and pick up tricks from the best in the business.

- **Practice:**

Practice makes perfect, as the saying goes. Rehearse what you want to say, either on your own or with an audience of friends. You can even record yourself speaking and pinpoint weak areas and strengths. The more you perform your presentation, the more comfortable you'll be delivering the real thing.

- **Visualize success:**

What speakers often forget is that audiences want you to do well. They're there (more or less) of their own volition, and they want to hear what you have to say. Take that nervousness you're feeling and transform it into excitement.

Athletes don't visualize themselves missing shots or losing games, so why should you picture your presentation bombing? Think about how awesome you're going to do, and you'll do better.

- **Exercise/drink water beforehand:**

The human body responds to stressful situations with a whole host of unwelcome physical side effects. If you stay hydrated and get some light exercise in beforehand, you'll flush the adrenaline and cortisol (stress hormones) right out of your body.

- **Adopt a power stance and smile:**

Just as exercise and hydration help keep your body regulated, so does powerful body language. Standing straight with shoulders squared and a smile on your face, and your body will be tricked into thinking you're in a confident and commanding position.

- **Engage your audience:**

The best presenters are also first-class entertainers. Don't go overboard and start practicing your comedy routine, but lightening the mood with a joke or two can go a long way. Be sure to greet your audience enthusiastically.

Additionally, you can get the audience involved with call-and-responds by asking for questions and posing your questions.

- **Don't get defensive if you're stumped:**

There might be moments when an audience member asks a question, and you don't have an answer. Don't try to equivocate or dodge the question because people will see what you're doing. It's okay not to know everything, but pretending you do will only deteriorate your listeners' faith in you.

- **Keep it concise:**

People won't be upset if you wrap up earlier than expected, but they might be a little peeved if you start running over your allotted time. Cut irrelevant information, and your audience will thank you.

- **Take your time:**

All right, so we just suggested keeping things short, and now we're telling you to take your time. What gives? Well, you should always include a bit of padding into your presentation. For example, if your presentation is meant to be a half-hour, try to get it down to 25 minutes, so you have some wiggle room.

That way, you won't feel rushed to get through your material. You can take pauses, slow down your speech, and add emphasis when appropriate.