

INFORMATIVE AND PERSUASIVE SPEECHES & PRESENTATIONS



MAP to Success

- Message
- Audience
- Preparation

Preparing Speech/Presentation

- Select topic and purpose
- Research/organize material
- Identify your message
- Write/outline presentation
- Practice
- Deliver presentation

Assembling the Package

- Establish main ideas
- Gather supporting material
 - ▣ Facts, Quotes, Experts
- Clear introduction
- Body of presentation
- Clear conclusion

Visual Aids

- Emphasize main points
- *KISS*
- *Chart types*
- **Typefaces**
- **Color**

Chart Types - Line

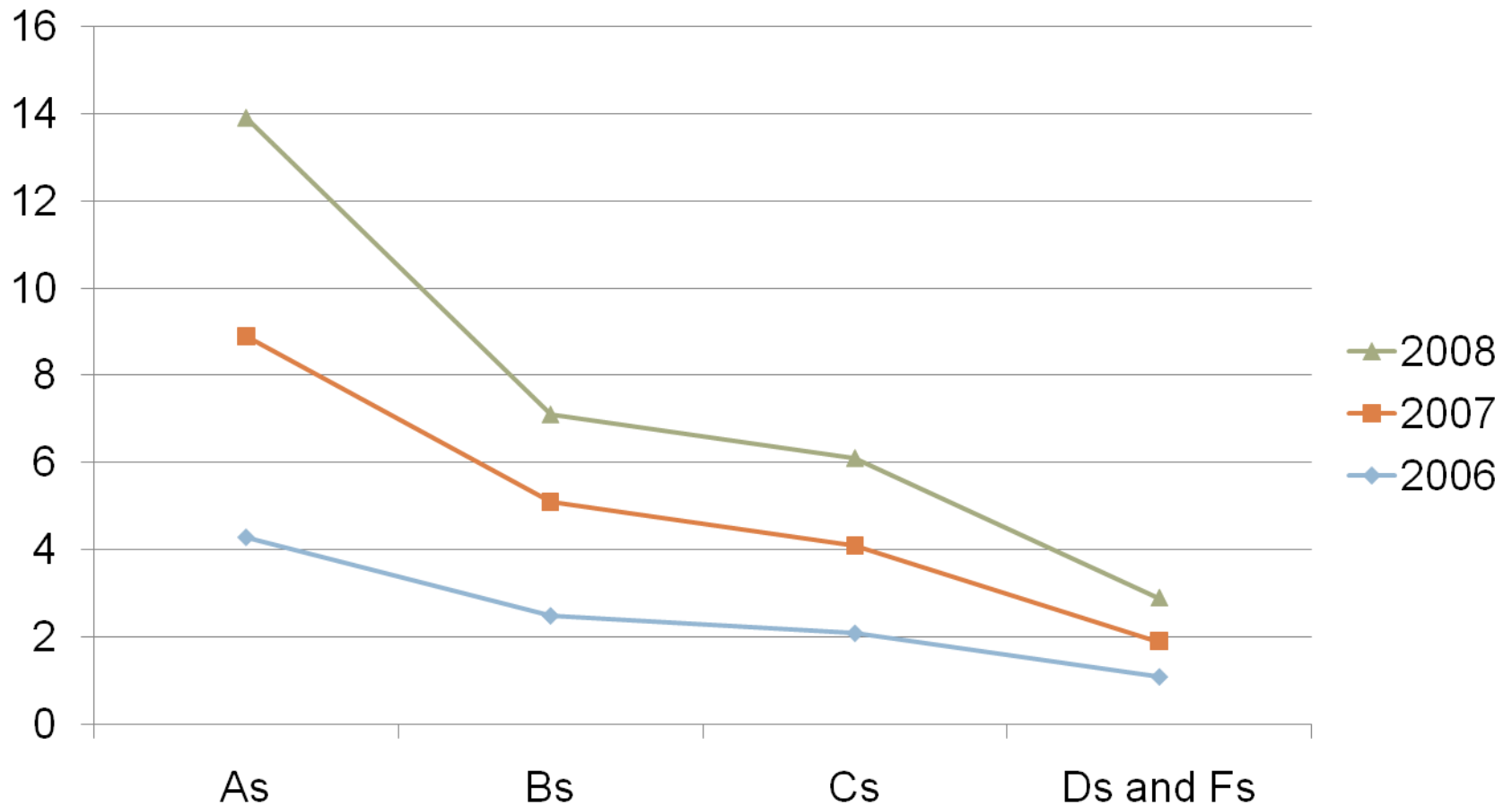
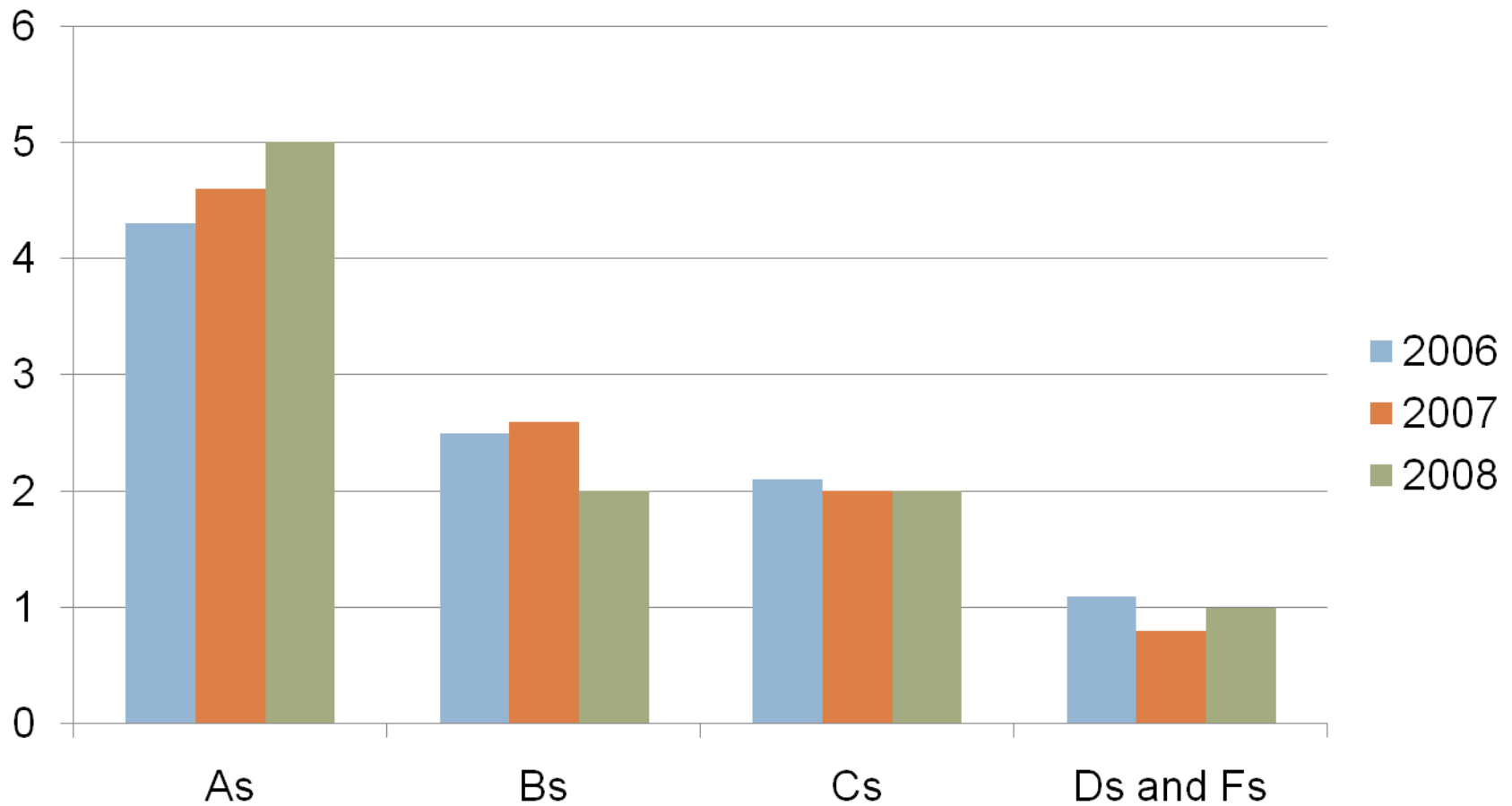


Chart Types - Column



Handouts

- Reinforce/summarize
- Supply other supporting data

Delivering the Speech/Presentation

- Engage your audience
- Move around
- Use gestures
- Vary tone and pace
- Maintain eye contact
- Adhere to time
- Entertain questions

Influencing others

- Persuasion
- Audience Types
 - ◆ Unfavorable
 - ◆ Uninformed
 - ◆ Supportive

Persuasive strategies

- Unfavorable
 - ▣ Be clear there are disagreements
 - ▣ Stress areas of agreement
 - ▣ Use experts/sources they value

Persuasive strategies

- Uninformed
 - Stress credibility
 - Use concrete examples
 - Relate benefits for audience

Persuasive strategies

- Supportive
 - Reinforce commitments
 - Stress advantage
 - Ask for clear action

Goals

- Moving the audience
- Seek reasonable amounts of change
 - ▣ Logical appeals
 - ▣ Emotional appeals
 - ▣ Credibility appeals