

Advanced Manual – The Professional Speaker

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: 15-20 minutes

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: 15-20 minutes

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 succeed in selling.

Time: 15-20 minutes

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: 20-40 minutes

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: 15-20 minutes