

The Professional Speaker

1. The Keynote Address

- Time: 15-20 minutes
- 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.

2. Speaking to Entertain

- Time: 15-20 minutes
- 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.

3. The Sales Training Speech

- Time: 15-20 minutes
- 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 to succeed in selling.

4. The Professional Seminar

- Time: 20-40 minutes
- 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.

5. The Motivational Speech

Time: 15-20 minutes

- 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.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.