Speechcraft: An Option worth Considering

ED HALLER, ACB, ALB
AREA 13 DIRECTOR
JANUARY 21, 2017
What is Speechcraft?

- A Toastmasters International Program in 4, 6, or 8 sessions.
- Teaches Public Speaking Skills to people considering or new to Toastmasters.
- Abbreviated Club-Like Meetings with fewer roles and shorter speeches.
When would our club have it?

- Instead of regular meetings.
- Before or After regular meetings.
- On a different day than regular meetings.
- In a seminar day or weekend.
Youngstown Club Chose: Seminar

- Saturday, January 7, 2017
  8:30 a.m. to 4:30 p.m.
- Boardman Holiday Inn
- Four Sessions, 10 Participants, with 10 Assigned Coaches
- $69 Participant Cost
- Included Breakfast & Lunch, Manual & 3-Months Membership
10 Participants: 3 Table Topics + 3 Prepared Speeches EACH
Individual Coaching
Quality Evaluations by Coaches
7 Prepared Speeches
Session #1 (8:30-10 a.m.)

- Introductions
- Prepared Speech #1:
  The Need for Good Public Speaking Skills
- 1st Participant Table Topics
- Prepared Speech #2: Selecting a Speech Topic
- Evaluation of the Prepared Speech #2
- Instructions for Participant Ice Breaker Preparation
- General Evaluation
Session #2 (10:30 a.m. – Noon)

- Participant Table Topics #2
- Prepared Speech #3: Introducing a Speaker
- Participant Ice Breaker Speeches (2-3 mins)
- Evaluations by Coaches (1-2 mins)
- Prepared Speech #4: Speech Organization
- Instructions: Organize Your Speech Assignment
- General Evaluation
Session #3 (1:00 – 2:30 p.m.)

- Participant Table Topics #3
- Participant 2nd Speeches (3-5 mins)
- Speech Evaluations by Coaches (1-2 mins)
- Prepared Speech #5: Speech Purpose
- Instructions: Get to the Point Assignment
- General Evaluation
Session #4 (3:00 – 4:30 p.m.)

- Participant Get to the Point Speeches (3-5 mins)
- Evaluations by Coaches (1-2 mins)
- Prepared Speech #6: Gestures
- Presentation of Certificates
- Special Prepared Speech (#7)
- Invitation to Meetings/Participant Comments/Surveys
Setting the Participant Price

**Participant Fee:** Breakfast $8.90  
+ Lunch $14.95  
+ 3 month dues $42.50  
+ manual $2.50  
= $69

The Club Committed to pay for Coach Food
Staff Needed (14)

- Registration Table
- Toastmaster for the Day (1)
- 1 Coach per Participant (10)
- Timers for 4 Sessions
- General Evaluators for 4 Sessions
- 3 Table Topics Masters
- 7 Prepared Speeches
2 Clubs Involved to Staff (14)

- Youngstown Club: 9 Members (6 Coaches, 4 Prepared Speeches)
- Warren Club: 3 Members (All 3 Coaches)
- Area Director: Toastmaster, 3 Prepared Speeches
- Division Director: Coach
Registration on Eventbrite

- Set the Registration Price
- Set the Maximum Number of Participants
- Provide Event Details
- Advertise *Everywhere*
Speechcraft Materials

Speechcraft Starter Kit: $20

Includes:
- 3 Coordinator’s Guides
- 5 Speechcraft Workbooks
- 5 Participation Certificates
- Promotional Materials
- Additional Workbooks $2.50
Additional Benefit

Advanced Communicator Gold requires a presentation from either Success Leadership or Success Communication Series.

Leading a Speechcraft Seminar meets that requirement.
Speechcraft Results:

- One-Day Event
- 10 Paid Memberships
- All 10 completed Speeches #1, #2, & #3 in CC Manual
Questions?

JOIN US FOR A TOASTMASTERS SPEECHCRAFT PROGRAM

Become a confident speaker in a friendly, supportive atmosphere