



SPEAKERS' CORNER

Helping people deliver
their best stories

1st Steps to Writing a Conference Speech / Major Presentation.

Successful speakers concentrate first on their audience, secondly on the theme of the conference [or presentation] and lastly on their own speech. They weave their knowledge and experiences and touch the hearts and minds of their audience by delivering a relevant message that's tailored to fit the needs of the audience and conference/meeting.

They have something new to say – it may be a new idea, it may be their take on current thinking, but it's definitely sounds new to their audience.

So, with this in mind.....

1. Audience

Who's going to be in your audience? What are their expectations? Put yourself in their shoes. If you were sitting in your audience, would you feel you'd spent your time wisely? Would you have been impressed? Would you come away with new insights? Would you have improved your personal equity?

Never underestimate your audience - their intelligence, knowledge, experience. Don't fall into the trap of telling them what they already know. Find new angles.

2. Purpose controls content

Before you write your speech, ask yourself the following questions....

What is the theme of the conference?
Why have you been invited to speak?
Who will be in the audience? What do they expect to hear from you?
What message should they take away? Should they be taking any action?
How will you benefit from speaking?

What's in it for the audience? What are you planning to say of value?

What's your point?

Write out your purpose in no more than 15 words – look on it as your working title – keep your purpose top-of-mind as you write your core message.

3. Core message

What's your core message?
If someone is unable to make your speech, could you give them a précis of it in the lift and leave them enlightened? You should be able to tell your core message in 2 minutes. Effectively it's your speech summary that the conference organisers could publish instead of your full script. Like all good communication, it has a beginning, middle and end. It's not a list of what you'd tell them if they could hear your full speech but a summary of your total communication message. Aim to type a one page A4 summary.

Before writing your core message ...

Are you confident you've got a new angle or are you saying the same old things?

Think again, why have they asked you to speak?

Because of your position?
Can you humanise / personalise your authority?
What has this audience done that you admire?
What do you have in common or not?
Are these people here out of choice?
What personal experience makes you appreciate this group or someone in it?

A few thoughts on writing the speech...

Good speeches/ presentations have a strong structure with a beginning middle and end.

Beginning – what to include?

Grab their attention – establish yourself – as an expert, as a person

Find a way to set the scene by using a - Startling facts/Anecdotes/ Quotes/ Questions/ Prop

Give your purpose – show the benefit to them of listening

Give your route map - outline what you'll be covering and the journey you will follow

Link into conference / meeting theme

Middle – use a logical structure

Aim for 3 key points – with sub-points

Use transitions / bridges

Focus your argument

End - Leave them wanting more...

Recap on core message

Remind them of purpose/theme

Tell them the action they should take next/after the meeting

Use one of 5 openings/refer to opening

End on a high

For a 10-15 minutes speech / presentation, the beginning should be 1-2 minutes, the middle 7-10 minutes and the end 2-3 minutes

Visual aids – use them wisely

Try to minimise the number of slides you use – particularly text slides. See if you can keep the total down to under 10, with one idea per slide and make them as visual as you can.

Remember.....

The audience has come to see you speak and not see a slide show.

They're highly critical of poor speakers.

You know how bored you can be at conferences or presentations – so don't fall into those same bad ways... you want to be remembered for the right reasons.

Be passionate, convincing, helpful, warm, considerate and empathetic – above all show you care.

Good luck!

Rights: Speakers' Corner 2017

For more information on our workshops:

Storytelling, Selling Ideas, Conference Speaking, Persuasive Presentations plus one-to-one coaching go to: www.speakersco.co.uk

To contact us directly e-mail info@speakersco.co.uk or call Barry or Sally on 07973 313187 or 020 8605 3782



20
1997-2017

Speakers' Corner
Helping people deliver
their best stories



LinkedIn