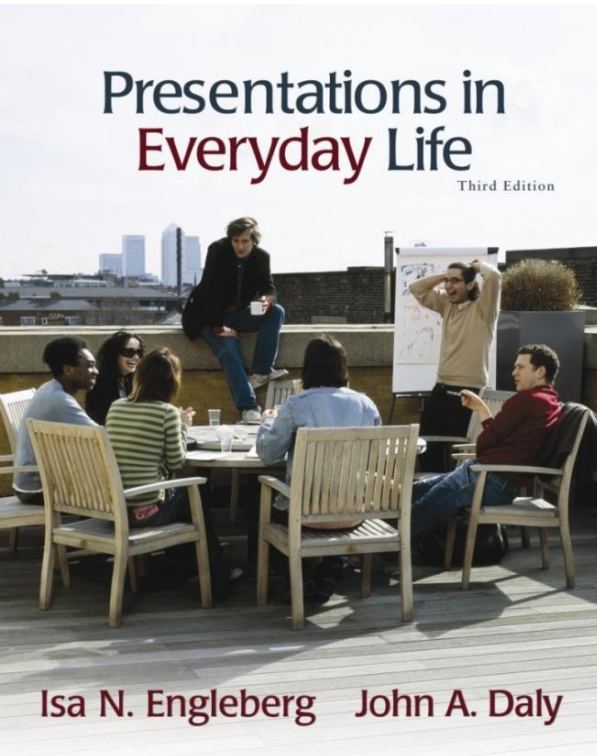


# Chapter 17: Special Presentations



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# Chapter 17:

## Special Presentations



Introducing a Speaker  
Sales Presentations  
Humorous Presentations  
Impromptu Speaking

welcome Remarks  
Toasts  
Eulogies  
Q &A Sessions

# Special Presentations

## General Purposes

- To bring people together
- To create a social unit
- To build good will
- To answer questions
- To celebrate

# Add More Types of Special Presentations to the Table

Welcomes	Sales Presentation		
Eulogies	Toasts		
Introducing a Presenter	Q & A Session		
Impromptu Speaking	Humorous Presentation		

# Introducing a Speaker

- Remarks about a speaker that motivate an audience to listen
- **Goal:** Similar to a presentation's introduction:
  - Gain audience attention and interest.
  - Connect the presenter to the audience.
  - Enhance the presenter's credibility.
  - Briefly introduce the speaker's purpose or topic.
  - Set the appropriate mood for the presentation.

# Questions for Introducing a Speaker

- **Purpose:** How can I get listeners to respect and want to hear the speaker?
- **Audience:** What do the listeners already know or need to know about the speaker?
- **Credibility:** What will impress the audience about the speaker's competence and character?
- **Logistics:** Where and when is the presentation? How formal or informal is the occasion?

# Questions for Introducing a Speaker

- **Content:** What background information do I need about the presenter (accomplishments, education, personal information, etc.)?
- **Organization:** How should I arrange the key points I want to cover in the introduction?
- **Performance:** What form of delivery is best for this occasion? How long should I speak? What is the correct pronunciation of the speaker's name?

# Guidelines: Introducing a Speaker

## Add more guidelines:

- Carefully prepare.
- Delivery should *appear* spontaneous and natural; do not speak impromptu.
- Avoid clichés such as “without further ado.”

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# Welcoming an Audience

- A speaker representing one organization welcomes the public or a group from another organization to an event or place.
- **Goal:** To create a positive first impression of you and your organization.
- Enlist the power of the primacy effect.

# Questions for Welcoming an Audience

- **Purpose:** How can I link my remarks to the goals of the organization *I* represent?
- **Audience:** What are the audience's expectations, interests, history, size, and demographics?
- **Credibility:** How can I demonstrate that my organization and I share the audience's interests, beliefs, and values?

# Questions for Welcoming an Audience

- **Logistics:** How long should I speak? How formal or informal is the occasion?
- **Content:** What should I include that relates to my purpose, the audience, and the occasion?
- **Organization:** How can I use a simple organizational pattern to achieve my purpose?
- **Performance:** What form of delivery lets me maximize eye contact and naturalness?

# Guidelines: Welcoming an Audience

## Add more guidelines:

- Prepare well in advance and adapt your content to the audience.
- Make sure you correctly pronounce the name of the group you are welcoming.
- \_\_\_\_\_
- \_\_\_\_\_

# Making a Toast

- Remarks that accompany an act of drinking
- **Goal:** To honor a person, couple, group, object, or event (e.g., “Here’s a toast to our tenth anniversary in business!”)
- *Toast* comes from an old English tradition of putting a spiced piece of toast in an alcoholic drink to add more flavor.

# Questions for Making a Toast

- **Purpose:** How can I help the audience join in and celebrate?
- **Audience:** What do listeners know and feel about the person(s) or occasion?
- **Credibility:** How should I link myself to the person(s) or occasion?
- **Logistic:** How formal is the occasion?

# Questions for Making a Toast

- **Content:** What information should I include for this celebration, e.g., special stories, accomplishments, quotes?
- **Organization:** How can I use stories and examples to support my key points?
- **Performance:** What style of delivery would best suit this occasion?

# Guidelines: Making a Toast

## Add more guidelines:

- Carefully prepare your toast. Unless unavoidable, do not speak impromptu.
- A toast should have a purpose.
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- \_\_\_\_\_
- \_\_\_\_\_



# Eulogies

- A tribute that honors a deceased person or a group of people, e.g., soldiers
- **Goal:** To pay tribute to the deceased and to comfort the living
- May commemorate the anniversary of a death or major tragedy
- May be difficult to deal with your own emotions as well as those of your audience.

# Questions for Doing a Eulogy

- **Purpose:** Do I want honor the dead and/or comfort the audience?
- **Audience:** What does the audience know or feel about the person or persons?
- **Credibility:** How will I conduct myself in a highly emotional situation?
- **Logistics:** Where and when will I speak?  
How formal or personal is the setting?

# Questions for Doing a Eulogy

- **Content:** What information should I share in my key points?
- **Organization:** What simple organizational pattern should I use, e.g., series of stories, chronological history, special experiences?
- **Performance:** What delivery form and skills will ensure that I “make it through” the eulogy?

# Guidelines: Preparing a Eulogy

## Add more guidelines:

- Prepare well in advance, if possible.
- Focus on only one or two key points.
- Keep the eulogy short and simple.

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- \_\_\_\_\_
- \_\_\_\_\_

# Sales Presentations

- Combines the strategies of informative and persuasive speaking
- **Goal:** To motivate potential customers to purchase a product or service that will solve a problem or meet their needs
- Requires skilled speaking *and* listening.

# Questions for Sales Presentations

- **Purpose:** How can I match our product to buyers' needs and interests?
- **Audience:** What's In It For Them (WIIFT)?
- **Credibility:** How can I earn their trust, respect, and confidence?
- **Logistics:** How will the setting and occasion affect my presentation?

# Questions for Sales Presentations

- **Content:** How can I demonstrate that I know our product well and how it will benefit this customer?
- **Organization:** What organizational pattern best suits this sales presentation?
- **Performance:** How can I prepare to speak extemporaneously and adapt to customer feedback and questions?

# Listening to Customers

- “Listen” to a customer’s nonverbal behavior.
- Listen *comprehensively* to learn more about each customer’s needs and concerns.
- Listen *appreciatively* when a customer seems enthused and interested.

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# Humorous Presentations

- Humor generates audience interest and enhances speaker credibility.
- **Goal:** To entertain an audience or use humor as a means of making a serious point
- Using humor effectively requires significant preparation and practice.

# Pitfalls of Humorous Speaking

- **Offensiveness:** Would you be embarrassed to see your joke in a front page headline in your hometown newspaper? If yes, don't do it.
- **Irrelevance:** Don't use a joke or funny story if it has no relationship to your purpose or topic.
- **Poor delivery:** Don't use humor unless you are comfortable delivering it.
- **Prepackaged humor:** Avoid stale, dated humor from books or favorite comedians, especially if their style does not match yours.

# Guidelines for Humorous Speaking

- Focus on one humorous idea, not a series of unrelated jokes or stories.
- Let the humor suit you.
- Practice your delivery to ensure a good performance.

# Answering Audience Questions

- A question-and-answer (Q&A) session is a type of impromptu talk that is limited and directed by audience questions.
- Audience members judge your character and competence by the way they you answer questions.
- Audiences like Q&A sessions.

# Preparing for Q&A Sessions

- Predict possible questions and practice answering those questions in advance.
- Have ready-made remarks, e.g., stories, examples, statistics, quotations.
- Have a ready-made closing.
  - Prepare a closing to end the session.
  - Consider returning to your central idea as a way to wrap up a Q&A session.

# Guidelines for Q&A Sessions

## **Add more guidelines:**

- Use all four types of listening to make sure you fully understand the nature of the question.
- Link your answer to your key points.
- Assist a nervous questioner.
- Control your body language.

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# Handling Hostile Questions

## Add more guidelines:

- Take your time before answering.
- Paraphrase the question before responding and try to put the question in neutral or even positive terms.
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- \_\_\_\_\_

# Essay Question

## What If No One Asks a Question after Your Presentation?

- Describe two ways to encourage audience members to ask questions.
- Describe two actions that are unlikely to motivate members to ask questions.



# Impromptu Speaking

- A presentation for which you have little or no time to prepare or practice
- Requires similar skills and preparation strategies as Q&A sessions.
- Effective impromptu speaking skills help you feel more comfortable thinking and speaking on your feet.

# Matching Question

- A. Past, Present, Future
- \_\_\_ Everyone should exercise .  
Now that I exercise, I feel happier and know I'm healthier.
- B. Me, My Friend, and You
- \_\_\_ I exercise to feel good. My sister says it keeps weight off. What are you waiting for?
- C. Opinion, Reason, Example, Belief
- \_\_\_ Once I was a couch potato, now I'm in training, soon I'll be gorgeous.