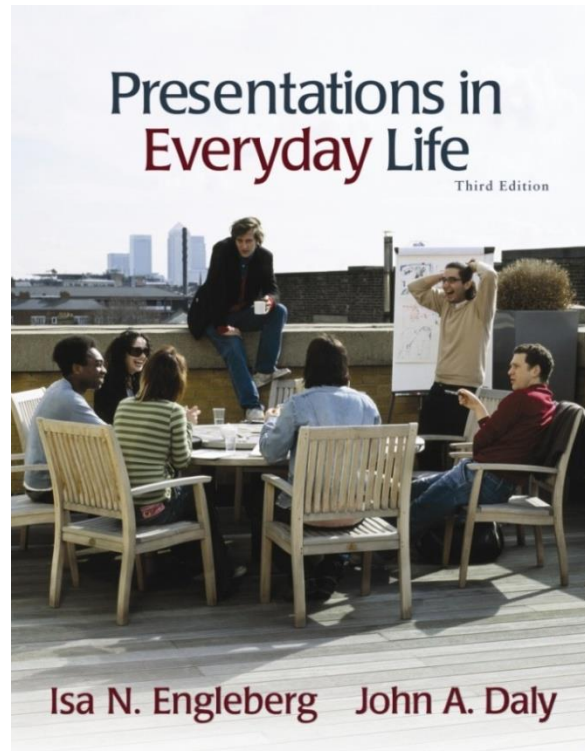


# Chapter 7: Logistics and Occasion



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# Chapter 7: Logistics and Occasion



Analyze and Adapt to the Logistics  
Analyze and Adapt to the Occasion  
Your Appearance and Clothing  
Link the Key Elements to Logistics

# What Are Logistics?

- *Military Term:* Military operations dealing with the procurement, distribution, maintenance, and replacement of materials and personnel
- *Presentation Speaking Term:* Adapting to the people, facilities, time, and materials relevant to a presentation

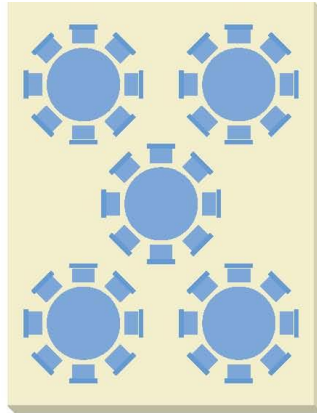
# Logistical Questions

- **The Site:** *Where* will I speak?
- **Audience Size:** *How many* people will be in my audience?
- **Time and Duration:** *When* and *how long* should I speak?
- **Equipment:** What equipment do I want or need?
- **Media:** What media should I use?

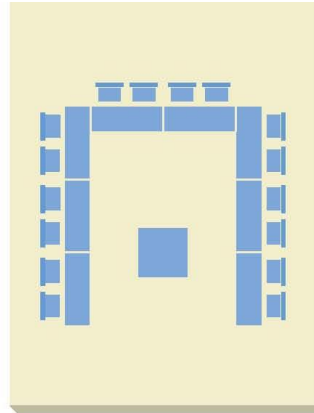
# The Site: Where Will I Speak?

- **What kind of place?**
  - More formal: auditorium, classroom
  - Less formal: backyard, party
- **What can you control?**
  - Seating arrangements
  - Sound, lighting, media
  - Speaker's platform: lectern, microphones, table
  - Internal and external distractions

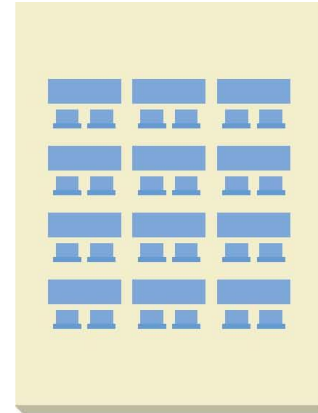
# Audience Seating



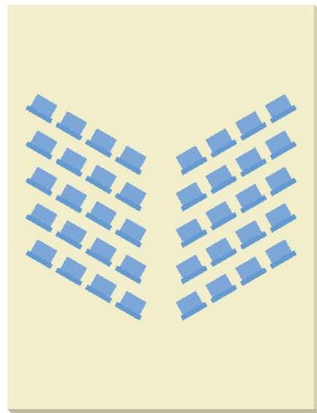
Round Tables



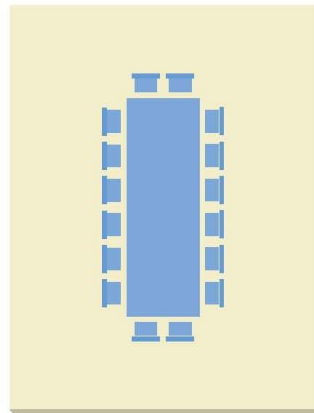
U-Shape Seating



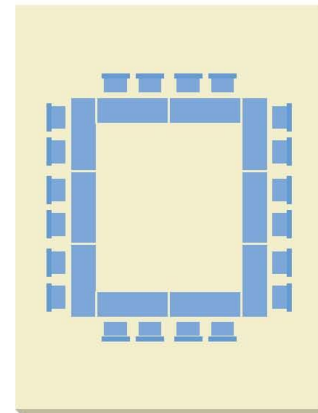
Classroom Style



Theater Style



Conference Table



Seminar Style

# Match the Seating Arrangements

## Seating Arrangements

## Presentation Situation

A. Round tables

B. U-shaped seating

C. Classroom style

D. Theatre style

E. Conference table

F. Seminar style

*Note: You may choose more than one style for each situation.*

\_\_\_ The audience needs to take notes

\_\_\_ You will involve the audience in a discussion

\_\_\_ You have a lot of information to share in a short period of time.

\_\_\_ You will break the audience into small groups for discussion and input.

# Microphones

What are the major advantages and disadvantages of using the following types of microphones?

- The fixed microphone
- The portable microphone
- The clip-on microphone
- The table microphone



# Time and Duration

- At what hour will I speak?
- How long am I scheduled to speak?  
How long *should* I speak?
- Where am I in the order of speakers?
- What comes before and after my presentation?
- Is there anything significant about the date or time of my presentation?

# How Long Should You Speak?

- Don't add more than 5 percent to your allotted time; aim for 5 percent less.
- The 20-minute window of opportunity
- When you exceed 20 minutes:
  - ✓ Change the medium to break the tedium
  - ✓ \_\_\_\_\_
  - ✓ \_\_\_\_\_
  - ✓ \_\_\_\_\_

# Equipment Check

- What equipment *must* you have?
- Have you arranged for equipment well in advance?
- Have you tested the equipment before you speak?
- Will you need a lectern or other special arrangements?

# Lectern or Podium?

## Lectern

“A stand that serves as a support for the notes or books of a speaker”

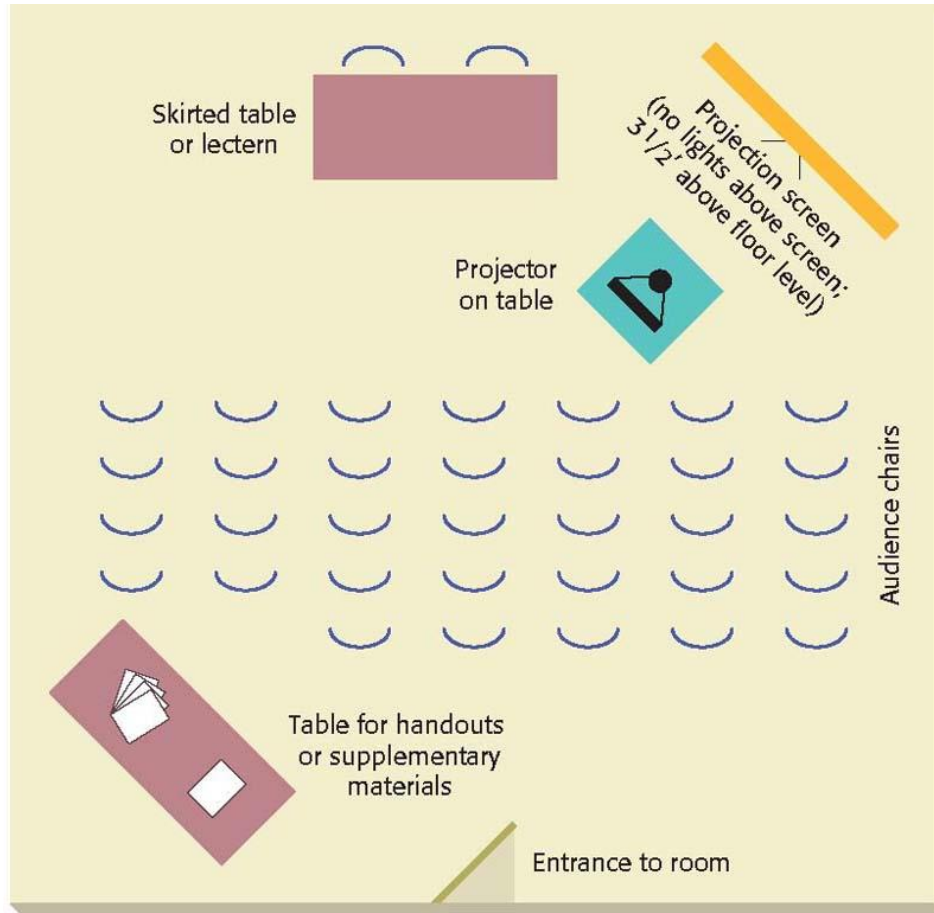
Place **your notes** on the lectern.

## Podium

“An elevated platform, as for an orchestra conductor or a public speaker”

Place **yourself** on the podium.

# Positioning a Screen



# Occasion Questions

- **Motives:** Why is the audience assembled?
- **Speaker:** Why are *you* speaking on this occasion?
- **Expectations:** What is expected for this occasion?
- **Protocol:** What is appropriate for this occasion?

# Dress and Appearance

- Be Comfortable
  - Wear tried-and-true outfits; avoid new clothes
- Be Appropriate
  - Match your outfit to the occasion
  - Be as conservatively dressed as key audience members
- Be Yourself
  - Wear clothes that fit *your* style and body

# Fill in the Blanks:

## Logistics, Occasion, Dress

<b>Logistics</b>	<b>Occasion</b>	<b>Dress</b>
	Classroom Presentation	
	Presentation at Work	
	Radio Interview	



# Do You Agree?

## Women

- Minimal makeup
- Low heels
- No visible body piercing beyond conservative earrings
- Minimal jewelry
- One set of earrings

## Men

- Conservative long-sleeved shirt
- Tie with conservative pattern
- No earrings or visible body piercing
- Minimal cologne and jewelry

# Essay Question

- How do your decisions about *purpose*, *audience*, *credibility*, and *logistics* affect your upcoming decisions about:
  - Content
  - Organization
  - Performance
- *and vice versa?*