Engaged Learners

Public Presentation Workshops
September 11, 2013
with
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Southern Methodist University

Wednesday, September 11, 13
Today’s shared purpose

Become more capable and confident in public presentations in civic situations.

1. Introductions
2. Lecture discussions
3. Practice
4. Feedback
Student sample
Agi Geva
Holocaust survivor
Fundamentals

• **Rhetoric** is the faculty of observing in any given situation, all available means of persuasion.  --Aristotle
Your Speaking Situation

- primary: council members
- secondary: interested Plano public
- recorded
- purpose: enable decisionmaking
- limited time
- usually available for public questions
Basic resources of speaker

• Ethos
• Pathos
• Logos
Basic elements of Delivery

- Eye Contact
- Energy
  1. vocal enthusiasm
  2. use of the hands
Organization

• Oral versus Written communication
• Overview for a speech
• Signposts
• Review of main points
Speaking with visuals

- Visuals should complement without dominating the speaker.
- The stronger your visuals the stronger your presentation skills need to be.
- **Keep simple.**
- Display as necessary.
- Be clear about why YOU are here vs. an email.
Answering questions:
General Advice

• Repeat the question for the benefit of an audience as appropriate.

• Ask for a repeat or clarification if you need one.

• Don’t rush your answer.

• Qualify your answer [experience & application]

• Look at the questioner.
Answering Questions: Hostile [2 parts]

• Assume the audience is on your side.

• Use non-verbals to disarm your adversary [smile and indicate comfort—move toward the questioner to indicate interest]

• Thank the questioner for giving you an opportunity to answer an important and urgent question. Flatter the questioner as appropriate even if you disagree.
Hostile questions-- part 2

• Critique the assumptions of the question

• Consider a complex response: best case/ worst case

• Last resort answers: I will look into this and get back to you with an answer. I am not an appropriate expert to comment on this. I don’t feel comfortable answering your question.
Principals to remember

- Why are *YOU* speaking? [versus other electronic means]
- Enable decisionmaking with your presentation.
- Represent Plano and the idea of civics well.
- Create a persona that encourages future contacts.
Parameters for afternoon exercises

Option 1

Goal: Prepare a presentation for college students designed to inform them about your job with a subtle persuasion that they should consider this as a possible career option.

Option 2 *

Goal: Persuade a civic authority to consider an idea that you have. Follow four elements: 1) explain the idea 2) explain the benefits 3) explain the possible problems and 4) explain why it is still a good idea.

Option 3

Create your own goal and parameters based on the examples above. Provide the goal and parameter to Dr. Voth in advance of your presentation.

Overall Parameters:

Length: 10 minutes-- be prepared for questions after ten minutes. You will be stationary at a podium.

Create interest in your topic. Have a minimum of three discernible main points. Be sure to overview and review your main points.
Evaluation form

• Introduction

1. Caught audience attention
2. Justified audience attention
3. Overview of points
4. Offered a clear thesis

Organization
1. Signposting
2. Proper use of pauses
3. Discernable pattern or connection between main points

Body
1. Evident use of prep time
2. Adapted difficult explanations
3. Avoided rambling
4. Filled main points equally
5. Used notes effectively
6. Answered the question

Delivery
1. Maintained eye contact
2. Utilized hand gestures
3. Comfortable speech rate
4. Time __________ (max. 10 min.)

Conclusion
1. Reviewed points of analysis
2. Increased emphasis
3. Ended speech with a memorable point

Comments
Council Evaluation Criteria

Confidence in articulation - 30%
- eye contact
- volume

Concept simplicity - 15%
- easy to understand language and explanation
- helpful visuals

Visual function - 10%
- not distracting
- simple enough
- on time

Passion -- indicated interest - 25%
- vocal variance
- eye contact
- pace

Authoritative - 20%
- clear ethos
- proper use of evidence

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Questions you have

- Slides are available at BenVoth.com under “lectures” link