

Successful Speechcrafts

Guide To Speechcrafts That WOW!



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The 7 P's of Speechcrafts

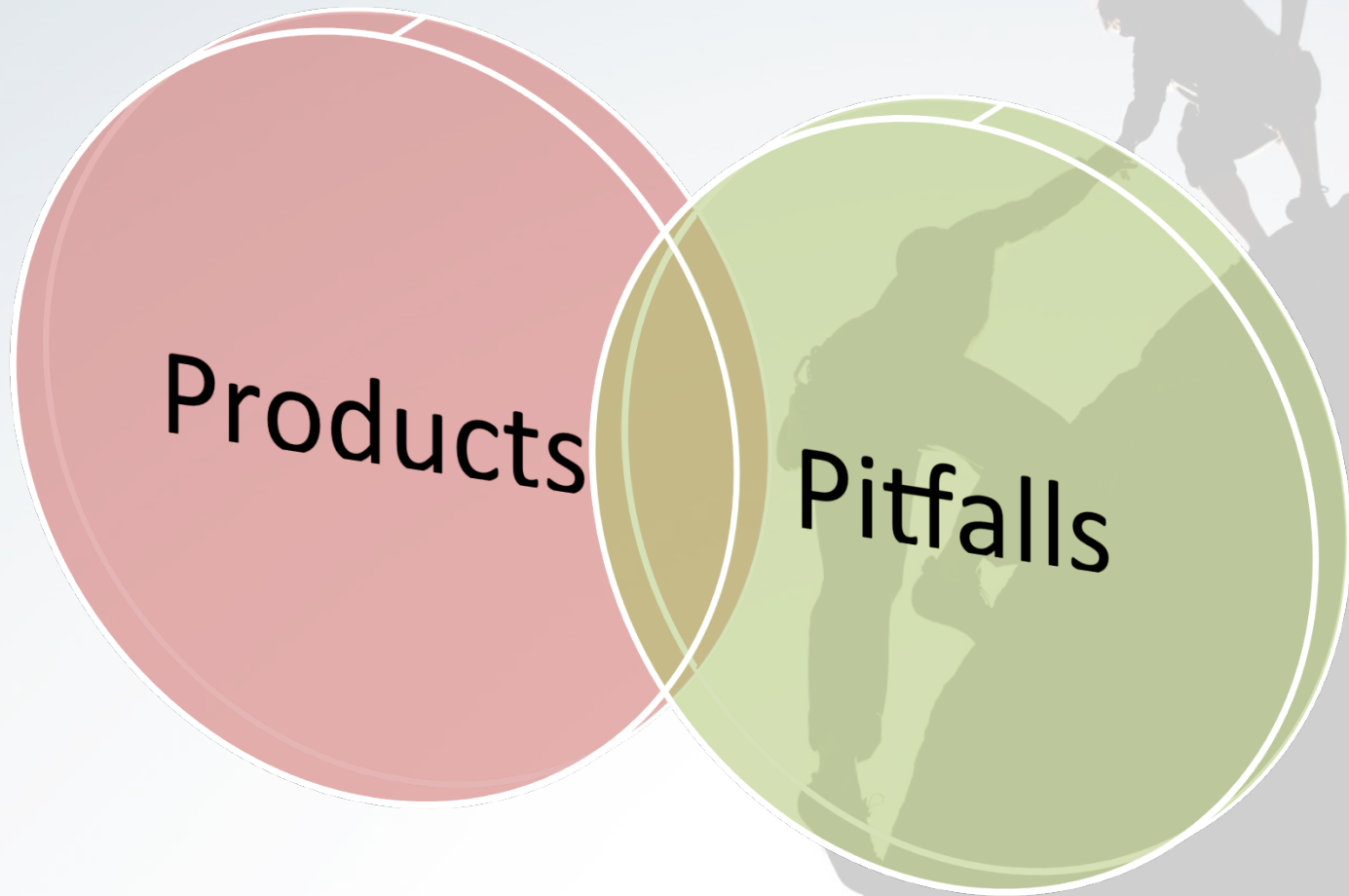
A Systematic Approach To Successful Speechcrafts



Adapted From The 7 P's of Marketing Mix

2 More Bonus P's

A Systematic Approach To Speechcrafting



What We Will Learn Today

Learning Objectives

Planning

- Positioning
- Program
- Pricing

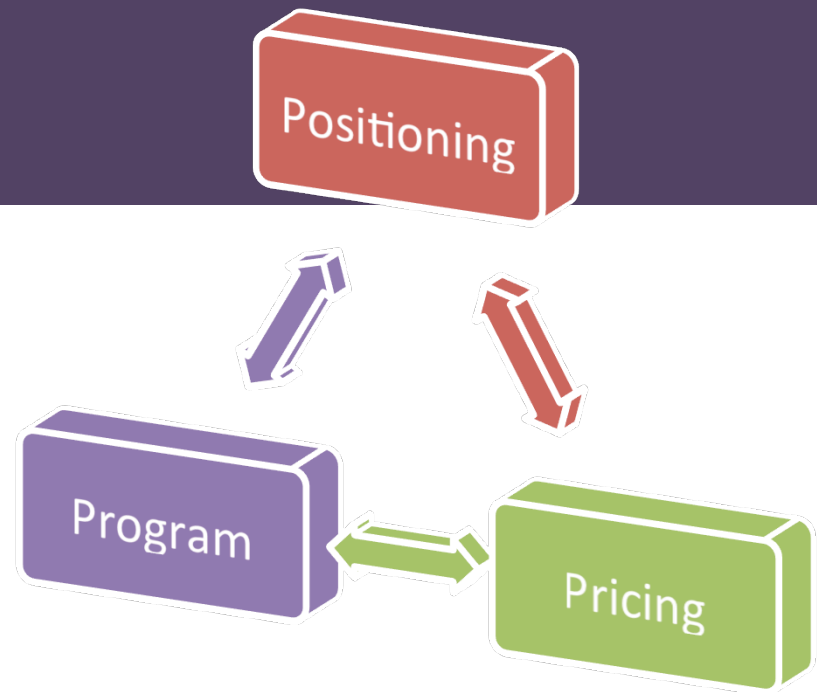
Preparing

- Process
- People
- Place

Performing

- Promotion
- Products
- Pitfalls

The Planning Stage



Positioning

How To Position Your Workshop For The Right Target Audience

Who do you exactly want to reach out? Speechcraft Workshops

Beginners

- The Importance of Public Speaking
- Basics of Impromptu Speeches
- Competent Communication Manual

Advanced

- The 15 Advanced Manuals

Contests

- International Speeches
- Humorous Speeches
- Table Topics
- Evaluation Speech

Positioning

How To Position Your Workshop For The Right Target Audience

Who do you exactly want to reach out? Non-Speechcraft Workshops

Leadership

- Achieving Distinguished Club Status
- Performing Chapter Meeting Roles
 - PE, LE, GE, TMD, TTM
- Membership Recruitment

Enrichment

- Emceeing Skills
- Sales and Marketing
- From Speaker To Trainer

Learn and Apply Model

- Organized according to themes
- Two-Part Model: Speechcraft followed by speeches
- Excellent for table topics and evaluation

Seminar Style

- Seminars and talks only
- 2 to 3 speakers on related topics
- Can be created as a special event

Hybrid Model

- Combined with regular meetings
- Speechcraft followed by regular meetings
- Suitable for fledging clubs, clubs with few speakers, or clubs with resource constraints

First Objective to Cover Costs:

1. Tokens of Appreciation
2. Food and Beverages
3. Printing and Stationeries
4. Venue Rental



**Your Baseline
Remember To
Add Variance**

Second Objective:



Raise
Funds?



Recruit
Members?



Raise Funds:

- Consider maximum number of tickets you can sell.

Low: Premium Pricing (>\$20)

High: Go for Volume (\$5 - \$10)

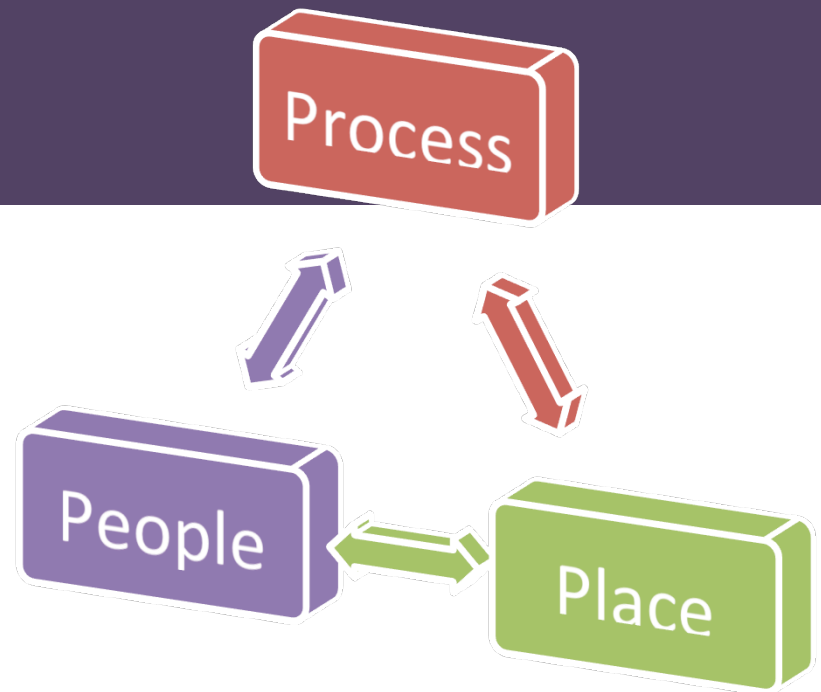
**Profit
Maximization**

Recruit Members:

- Early Bird Price
- Buddy Sign-Up
- Refer-A-Friend
- Membership + Workshop Discount
- Free Workshop If Join As Member

**Price To
Reward
Behaviors**

The Preparation Stage



**What Will Your Participants Have Gone Through?
What Is Their Overall Experience?
Analyze According To Parts, Map The Process.**

Beginners Speechcraft Workshop (V1):

Importance of
Public Speaking

Competent
Communicator
Manual

Basic Skills For
P1 Speech

Basic Skills For
P2 Speech

Basic Skills For
P3 Speech

Beginners Speechcraft Workshop (V2):

Importance of
Public
Speaking

Competent
Communicator
Manual

Basic Skills For
P1 Speech

Table Topics

Competent
Leader Roles

Beginners Speechcraft Workshop (V3):

Importance
of Public
Speaking

Stage Fright

Content
Crafting
Basics

Body
Language
Basics

Table Topics

What Is The Learning Process Going To Be Like?

Advanced Speechcraft Workshop (The Entertaining Toastmaster):

How To
Entertain The
Audience

Storytelling
Manual

Entertaining
Speaker Manual

Humorously
Speaking

Advanced Speechcraft Workshop (For Marketing In Corporate Clubs):

Speaking To
Inform

Speeches By
Management

Technical
Presentations

Trainers

- 1. Consider subject matter expertise**
- 2. Be careful of miscommunication**
 - **Table Topics Trainer vs Table Topics Master**
- 3. Have specific agreements**
 - **What is not discussed is not an agreement**
 - **Better not to change the terms and conditions**




“Get The Right People on The Right Seats, Then Drive The Bus.” – Jim Collins

Logistics

1. Food and Beverages
2. Tokens of Appreciation
3. Printing and Stationeries
4. Laptop, VGA Cable, Speakers

Treasurer

1. Collect Monies
2. Issue Receipts
3. Track Budget
4. Track Membership



**Get Meticulous and
Detail-Oriented and
Time-Specific People.
Let Them Work
Together.**

Public Relations and Sales

Who should sell the workshop?

Involve the entire club:

- 1. VPPR to email blast, update website, Facebook**
- 2. Collate club visit schedules of exco members**
- 3. Let members bring a friend to receive discounts**



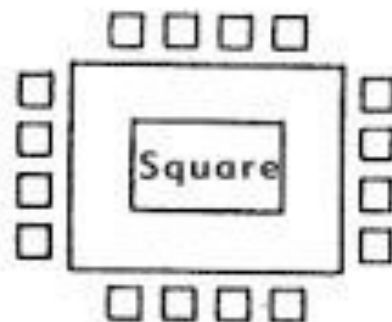
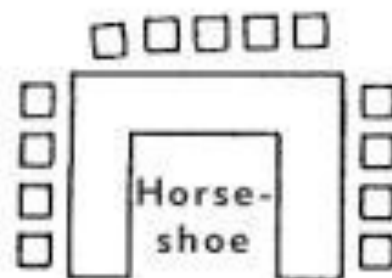
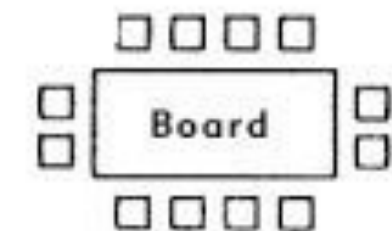
Check out the place in advanced:

- 1. The sound system, never assume it will work.**
- 2. The number of seats.**
- 3. The place to display the food.**
- 4. Whether the projector canvas will block the whiteboard. If so, bring flip charts.**

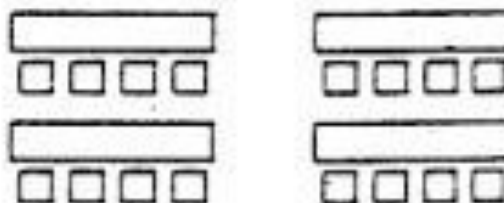


Place

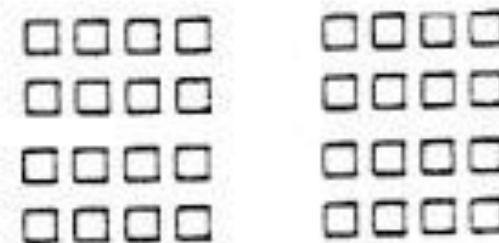
Where The Speechcraft Workshop Will Take Place



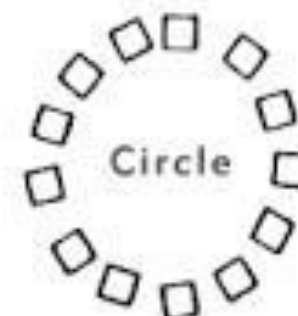
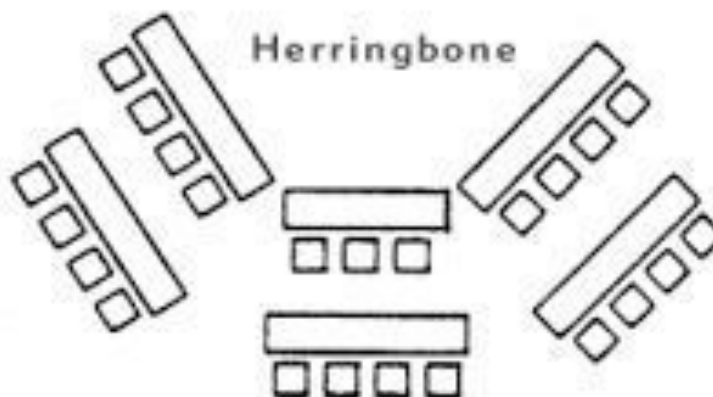
Classroom



Theatre

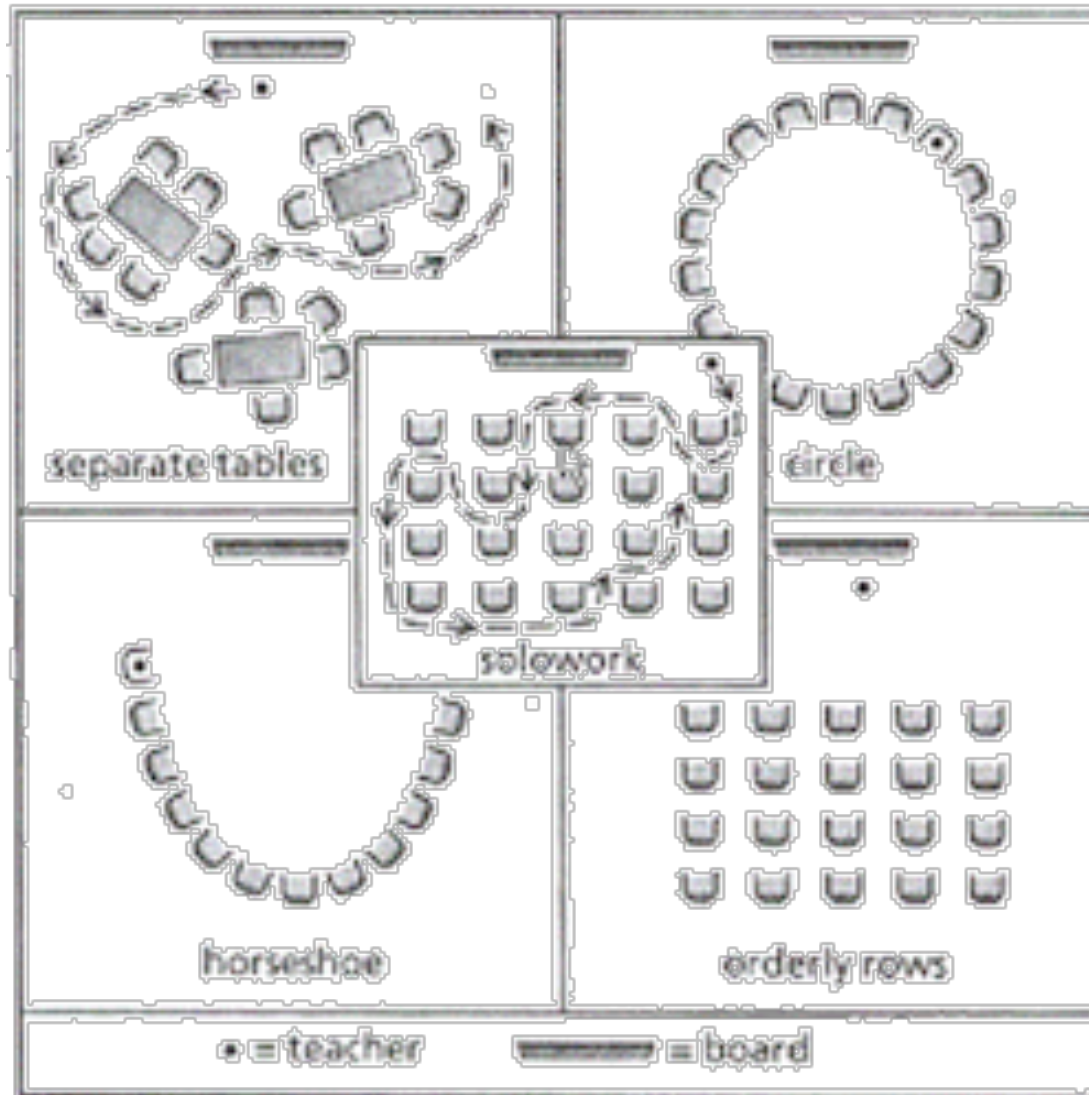


Herringbone

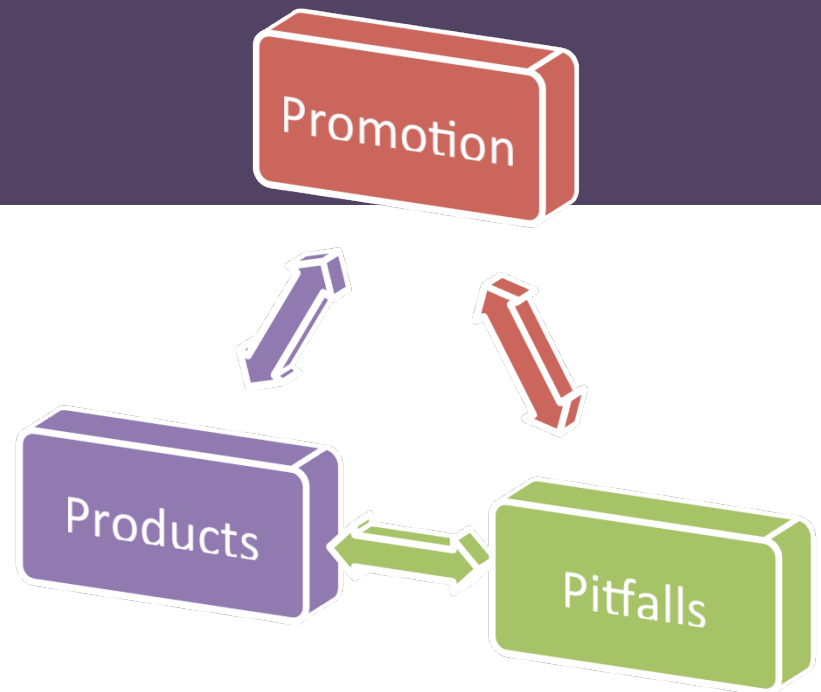


Place

Where The Speechcraft Workshop Will Take Place



The Performing Stage



Which Method Best Reaches Out To Your Target Audience?

Basic Offline Techniques:

Word-Of-Mouth

Referrals To Friends

Flyer Distribution

CC Banners and Posters

Old Members

Past Guests

Promotion

Strategies To Promote The Speechcraft Workshop



Star Millennium Advanced Toastmasters Club

Proudly Presents Our

Advanced Speech Craft Workshop 2012



LEARN FROM THE BEST!

4 Master Trainers
4 Advanced Speech Manuals
4 Speech Craft Workshops
8-12 Experienced Evaluators
6 Months Free Membership
 Sign up by 15 March for only \$90, or Sign
 up as a pair for only \$160!!!
 (Normal Price: \$100)
 Limited to 12 participants only



9 April, 23 April, 7 May, 14 May,
7.30 – 9.45 pm

Cairnhill Community Centre
 Nearest MRT: Newton MRT
 Buses: 5, 54, 124, 128, 143, 162,
 162M, 167, 171, 518, 518A, 700
 and 700

Cairnhill CC: 6737 9537



- 9 April: **Anne Marie Gutierrez, DTM, District 80 Humorous Speech Champion**
Speaking on the *Entertaining Speech Manual*
Bruno Pereira, DTM, International Speech Division B Champion
Speaking on *Attaining DTM*
- 23 April: **Wekie Tay, DTM, Professional Trainer and District 80 Trainer**
Speaking on *Speeches by Management*
- 7 May: **Kandimathi, ACG, ALB, Division A Assistant Governor (Training & Education)**
Speaking on the *Storytelling Manual*
- 14 May: **Bruno Pereira, DTM, 28 years of Public Speaking Experience**
Speaking on the *Speak to Inform Manual*

Register NOW with Saravanan (ysaravan70@yahoo.com), Kwan Hong (tankwanhong@gmail.com) or Kenneth (92kennethyeo@gmail.com).

Promotion

Strategies To Promote The Speechcraft Workshop



Star Millennium Advanced Toastmasters Club

Proudly Presents

Maximise Your Memory Power

by Nishant Kasibhatla, ACB

Certified Speaking Professional, Guinness Record Holder in Memory

Join Star Millennium Advanced Toastmasters Club as a member today, and get discounts for our memory workshop!

What You will Learn:

- A mind-blowing memory demonstration to witness the power of a trained memory
- The secrets of attaining a phenomenal memory
- Memory techniques for Toastmasters
- Practical exercises for instant memory improvement

Become a memory expert and a top notch public speaker. REGISTER NOW at our website www.starmillennium.org or call Kwan Hong at 9060 5952.

10 October 2011, 7pm
Cairnhill Community Centre
(Opposite the Famous Newton Hawker Centre)
Nearest MRT: Newton MRT
Buses: 5, 54, 124, 128, 143, 162, 162M, 167, 171, 518, 518A, 700 and 700
Cairnhill CC: 6737 9537



About The Speaker

Nishant Kasibhatla helps executives, managers and leaders to attain peak mental performance and boost their productivity. He is a Guinness World Record Holder and the only Grand Master of Memory in Singapore. Nishant is an author of 4 books on memory and learning. He is a popular speaker with over 15 years' experience in conducting training in 11 countries across 4 continents. Nishant is a past President of Asia Professional Speakers, Singapore. He is the youngest Certified Speaking Professional (CSP) in Singapore.

Which Method Best Reaches Out To Your Target Audience?

Basic Online Techniques:

Email
Marketing

Club Facebook
Page

Division/
District
Facebook Page

Personal
Facebook
Pages

Club Websites

MeetUp

Which Method Best Reaches Out To Your Target Audience?

Advanced Online Techniques:

Sales
Copywriting

Facebook
Advertisements

Search Engine
Optimization

Paid
Advertisements

Build a DATABASE!!!

Current and past members, guests, friends.

Your secret weapon:



Products

Give Something Tangible and Memorable!



**For Trainers and
Volunteers**



For Participants

For Best Student



Products

Give Something Tangible and Memorable!



What Are Some Common Pitfalls?

A faint, light gray silhouette of a person climbing a steep, jagged rock face. The person is positioned on the right side of the slide, reaching upwards with their right arm. The background is a light blue gradient.

Not setting clear directions and goals

- What is the exact end game?
- What is the final learning outcome?
- Exactly how many members to recruit?
- What is my best target audience?
- How exactly am I differentiating my workshop from other clubs?

Pitfalls

The Very Things To Avoid

Not getting adequate support from club

- 1 to 2 members contributing to 80% of the work
- Committee members are slow to respond, 'needs chasing'
- Members are lackluster in helping to promote
- Members need to be involved in guiding newer speechcraft participants

Poor follow up and follow through

- **We tend to focus on the workshop, but strategize poorly about what needs to happen next**
- **Poor follow ups with participants to convince them to sign up as club members (Poor Recruitment)**
- **Not following up adequately with members after the speechcraft workshop (Poor Learning and Growth)**

Your Ultimate Diagnostic Tool

The Proven Framework To Evaluating Strengths and Weaknesses

Planning

- Positioning
- Program
- Pricing

Preparing

- Process
- People
- Place

Performing

- Promotion
- Products
- Pitfalls

What was done well?
What can be done better?

Conclusion

Some Personal Reflections For Deeper Learning



What Do I Like About This Workshop?

What Have I Learned From This Workshop?

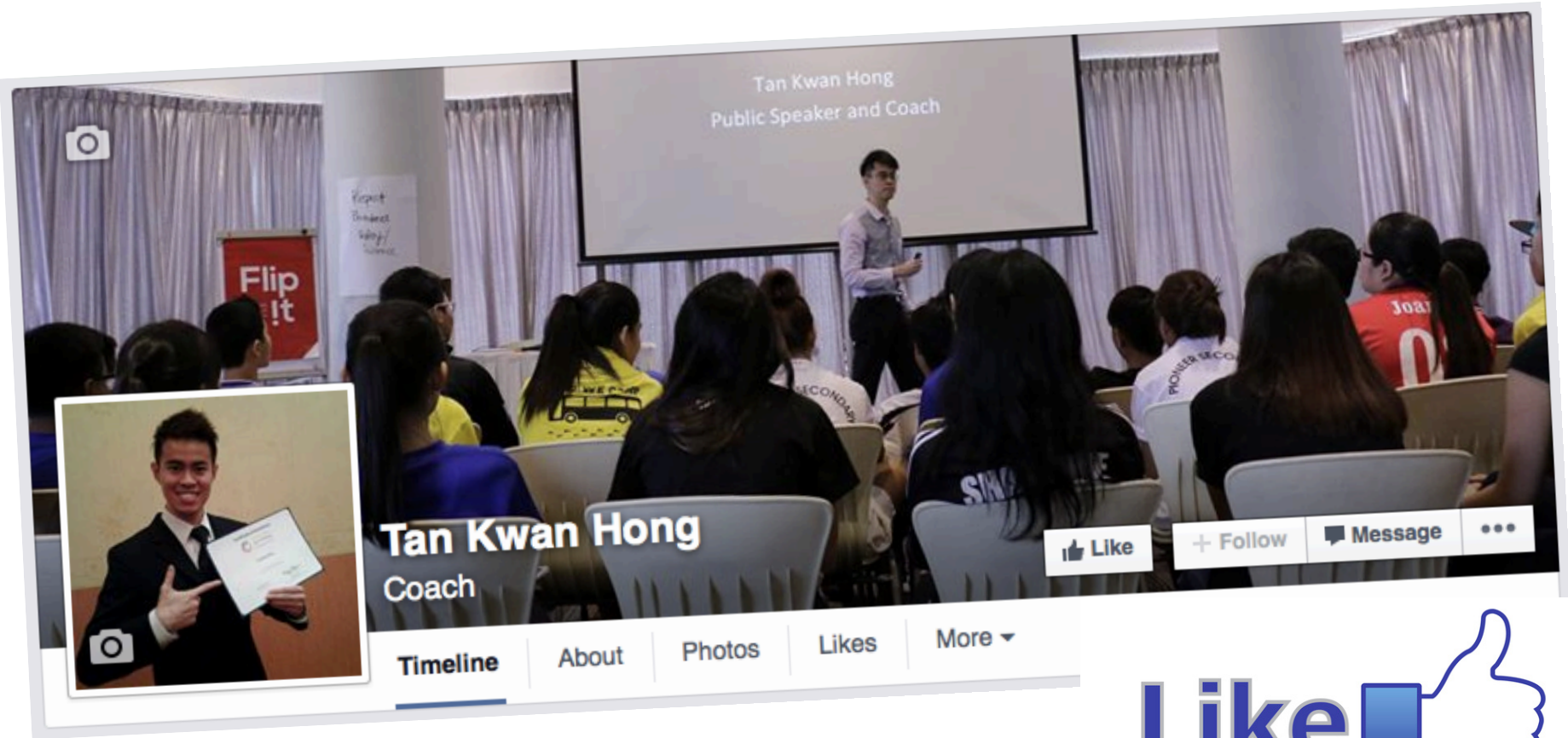
What Will Implement For My Next Speechcraft?

“So you never know who you touch. You never know how or when you'll have an impact, or how important your example can be to someone else.”

- Denzel Washington

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