

How to Conduct a Speechcraft Program

Wekie Tay, BA, DTM

District Speechcraft Chair & District Speakers Bureau Chair

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Speechcraft is a highly popular program from Toastmasters. It is designed to help your Club reach out to the non-members and public through education, with a purpose of inviting them to join as Toastmasters.

A well-conducted Speechcraft program thus brings the potential of increased membership, additional funds and enhanced professionalism to your Club. Efficient and effective running of Speechcraft with a team of Toastmasters also implies that the overall standards of your Club will escalate too.

Features of a Successful Speechcraft

1. Organized
2. Professional
3. Educational
4. Entertaining
5. Interactive
6. Cozy learning atmosphere

How to Conduct a Speechcraft?

1: Plan

- What is the Duration?
- What is the Cost?
- Where is the Place?
- Are there any references/ tools?

2: Program

- How is each session like?
- Is there a model to follow?
- What do you want to achieve with each session?
- Why do you program it this way?

3: People deployment

- What are the appointments needed? (standard appointments & presenters/ trainers)
- Who is in your team? (Internal/ external)
- What are their expertise? (if any)
- What are their commitment?

4: Promote

Before Speechcraft

- What is your marketing strategy? (Passive and Active)

During Speechcraft

- What's your pricing strategy?
- How do you handle objections?
- What is your conversion strategy from Speechcrafter to Toastmaster?

After Speechcraft

- How do you collect the Club fees?
- Is there any follow up?
- How do you maintain the momentum of participation?

5: Participate

- How do you ensure Speechcrafters' turnout?
- How do you increase participation?
- What are some of the possible obstacles during participation?

6: Post-program review

- What is the conversion rate?
- What is the retention rate?
- What can be improved?
- What was done well?
- What can we learn?

☐ **Toastmasters Speechcraft Model**

Prepared by, Wekie Tay, DTM District Speechcraft Chair

This is the general model for planning a Speechcraft workshop that lasts 4 sessions. They can be varied according to situations or objectives.

Session 1:

Educational presentations on:

- ☐ The Importance of Public Speaking
- ☐ Take the Terror Out of The Talk
- ☐ How to speak on Table Topics

Main focus:

- ☐ On getting participants to speak on Table Topics
- ☐ Discuss on next session's Project 1: The Ice Breaker

Session 2:

Educational presentations on:

- ☐ Organizing your Speech
- ☐ Get to The Point
- ☐ Introducing the Speaker

Participants will:

- ☐ Speak on Table Topics
- ☐ Present Project 1: The Ice Breaker
- ☐ Discuss next session's Project 2: Organize Your Speech

Session 3:

Educational presentations on:

- ☐ Vocal Variety
- ☐ Evaluate to Motivate
- ☐ *(optional) Toastmaster's Educational Program (including price plan if applicable) (if the objective is to promote membership on 3rd session and pay up by 4th session)*

Participants will:

- ☐ Speak on Table Topics
- ☐ Introduce each other for their speeches
- ☐ Present Project 2: Organize Your Speech
- ☐ Discuss next session's Project 3: Get to The Point

Session 4:

Educational presentations on:

- ☐ Body Language
- ☐ Toastmaster's Educational Program *(if not already done on session 3)*
- ☐ *(optional) Video clips on Toastmasters meeting and programs, Contest Speakers/ Champions or Events*

Participants will:

- ☐ Speak on Table Topics
- ☐ Participants to evaluate each other
- ☐ Present Project 3: Get to The Point
- ☐ Receive Speechcraft Graduation Certificates *(with Graduation Ceremony)*
- ☐ Be encouraged to join as a Toastmaster member

District recommended Speechcraft fees:

(Suggested to be inclusive of a 1-year Toastmasters membership)

Standard annual Club fees + 4-session Speechcraft fees *(as determined by Club)*

Example: S\$160 (4000 THB) + S\$80 (2000 THB) = S\$240 (6000 THB)