

2005 CCIM Conference
Set For Success

**“3 Keys To Being
An Effective
Spokesperson”**

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presented by:

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The 9 "P's"

Prior **P**roper **P**reparation **P**revents **P**oor **P**erformance
of the **P**erson **P**utting on the **P**resentation.

Audience, Audience, Audience

Focus on using the acronym "A-U-D-I-E-N-C-E" to your advantage.
Here 's how:

A_udience - Who will be there and how many?

U_nderstanding - Attender knowledge about your topic?

D_emographics - What is attender age, sex, educational background?

I_nterest - Why will they be at this event? Who asked them to be there?

E_nvironment - Podium? Lavalier? Stand where all attenders can see.

N_eeds - Attenders? Yours? Client's?

C_ustomized - Conduct research and personalize your messages.

E_xpectations - What do attenders want to leave with?

Communicating Messages To Key Audiences The Media

¶ The Media Need You as Much as You Need Them

- The Rule of Tell'Em/Your Agenda
- , KIS: Keep It Simple

¶ You need promotion/publicity. They need an endless supply of fresh material.

- Tell'em what you are going to tell'em, Tell it to them, and then Tel-l'em what you told them.

Translation: Have an "agenda" and repeat it as often as possible.

, There are numerous ways to apply this ancient adage.

Keep your answers succinct.

Communicating Messages To Key Audiences The Media

Accessibility

Eliminate the “gatekeepers” or middlepersons between you and the reporter or producer. Be available and flexible to media needs and desires.

Reliability

Honesty pays dividends. Do not rely on speculation or rumor. Always give accurate information.

Quotability

Rehearse your comments into short, concise messages. Have three main points, and refer to them when being asked questions. These types of statements are as powerful as controversial quotes.

It's As Easy As ABC

A = Agenda

Reporters have an agenda before they meet with you for the interview, and so should you. Simply write down the three “positive points” you want to express during the interview. Remit your positive points to memory.

B = Bridge

Once an open-ended question is asked, that is your time to more easily inject your positive points into the interview. Reporters have an agenda, and it is up to you to deliver your positive points when appropriate. Skillfully guide the interviewer to your agenda.

C = Control

Never let the interviewer put words in your mouth, interrupt you, or dominate a discussion. Stay with the facts, and listen to what the interviewer is saying. If the interviewer makes a point, and you remain silent, your silence indicates to the audience that you're in agreement with what the reporter said. Always try to get in the last word.

Bridge/Control Phrases

The real issue is...

Let me explain...

I'm also frequently asked...

For instance...

For example...

It's important to tell your viewers (readers, listeners),...

But just as important is...

But equally important...

Let me add...

I'm proud to be able to tell you...

Let me give you the facts...

Communicating Messages To Key Audiences

The Speech

Public Speaking: Communication Goals

- ¶ To Inform
- To Persuade
- , To Entertain

Inform

- Convey information; enhance the audience's subject knowledge without promoting a specific viewpoint or advocating specific actions from the audience.

Persuade

- Act as an advocate for a specific position.
- Seek specific types of attitude change and action from the audience.
- Focus on a specific agenda of action and attitude change.

Entertain

- Goal of the speech is entertainment.
- Humor can be effective.
- Can also inform and persuade.

The Three Essentials Of A Great Speech

A speech, to be effective, must have three essential components — the Introduction, the Discussion (or Body) and the Conclusion. Each of these parts should be given an appropriate amount of time and attention:

- ¶ Introduction — 15%
- Discussion (Body) — 75%
- , Conclusion — 10%.

The Introduction

In general, an effective introduction should:

- ¶ Get the attention and interest of the audience.
- Reveal the topic of your speech.
- , Establish credibility and goodwill.
- „ Establish why the audience should listen to you.

Communicating Messages To Key Audiences The Discussion or Body

"The Rule of Threes."

People are naturally inclined to understand things in terms of three parts.

The point is that your speech will have more impact on the audience if you can divide your topic into three main points (the outline). And, give those three main points appropriate emphasis and time allotment for the discussion segment (75%).

To enhance your three main points, your speech should include subpoints. Subpoints are specific pieces of information that give detail to the main point and are logically related to the main point they support. Subpoints are necessary to support all of your main points.

Be aware that subpoints are not extra main points, and you should limit to three for each main point.

The Conclusion

Time spent working on the conclusion will pay off in big ways. The conclusion is your last chance to make a good impression, and to provide the audience with a sense of closure.

Don't Give New Information in the Conclusion

The conclusion is not the place to bring up new information — do that in the body of the speech. If you bring up new points and ideas in the conclusion, then the audience will not have a sense of closure.

Only Review Points, Do Not Add To Them

Again, develop all you points in the body of the speech. The only new information might include where to get additional information.

Refer To Your Introduction

Reminding them of your introduction adds a sense of completion and is a very natural way to provide closure.

End With a Bang, Not a Whimper

End strong or your audience will be left with a less than optimal final impression. Standing there and saying, "That's it" does not make a lasting impression on your audience.

Relate Everything To The Audience

Working Outline Worksheet

Title: _____

Topic: _____

Specific Purpose: _____

Thesis Statement:: _____

Introduction

Attention/Credibility Material: _____

[Transition to "Body" of speech] _____

Body

Main point 1 _____

Subpoint A _____

Subpoint B _____

Subpoint C _____

Main point 2 _____

Subpoint A _____

Subpoint B _____

Subpoint C _____

Main point 3 _____

Subpoint A _____

Subpoint B _____

Subpoint C _____

Conclusion

Summary: _____

Concluding remarks: _____

Checklist for Speech Preparation

Step 1

- ___ Select your topic: focus on something that can be handled within the time constraints of your assignment and the time needed for preparation.
- ___ Determine your general purpose for speaking. Think clearly about what you want to accomplish with your presentation.
- ___ Analyze your audience and speaking situation.
- ___ Review your general purpose in terms of how it fits with your specific audience and speaking situation.
- ___ Begin researching your topic. If necessary, refocus your topic and adjust your general purpose in light of your research.

Step 2

- ___ Develop a working outline of the body of your speech (see below).
- ___ Check the adequacy of your research in terms of responsible knowledge and sufficient supporting material. Do additional research as needed.
- ___ Check the organization of your main ideas. Do they flow smoothly?
Is the speech easy to follow?
- ___ Write an introduction for your speech.
- ___ Develop a conclusion for your speech.
- ___ Prepare a formal outline which includes transitions.
- ___ Prepare a key-word outline.
- ___ Practice your presentation.

Practice Presentation Feedback Form

- ___ Did the introduction gain your attention?
Are there other techniques to consider?
- ___ Did the introduction adequately preview the speech?
- ___ Was the purpose of the speech clear? What was it?
- ___ Could you pick out the main points of the speech? What were they?
- ___ Was there sufficient supporting material? Were subpoints interesting?
- ___ Did the conclusion effectively summarize the message?
- ___ Did the concluding remarks leave you with something to remember?
- ___ Did the presentation sound natural and spontaneous?
- ___ Any constructive criticism for the speaker for the next presentation?

“3 Keys To Being An Effective Spokesperson”

“The Rule of Three’s”

Successful Media Interview Strategies

- ¶ Reporters Need Us
- Accessibility, Reliability, Quotability
- , The ABC’s — Agenda [3 Main Points], Bridge, Control

Essential Public Speaking Skills

- ¶ Audience, Audience, Audience
- Hands Above Elbows, Elbows Above Waist
- , Introduction, Body [3 Main Points] & Conclusion