

Podium Power

Assignment Descriptions

***** All topics should be appropriate for a class situation and should not offend anyone *****

Round Table Discussion

- I. Time: 10-15 minutes
- II. Objective: Introduce a topic of your choice for round table discussion with the class
- III. Frequency: rotation with 2 students presenting each week
- IV. Grading:
 - a. **Everyone is graded during each discussion.**
 - b. Presenter
 - Knowledge
 - Ability to keep the discussion going
 - c. Everyone
 - Questions asked
 - Overall participation
- V. Preparation:
 - a. Choose a topic that is likely to be interesting to the class and stimulate discussion
 - b. Topics to consider: current event (can be political, special interest story, etc.), recently read book or article, place of interest, etc.
 - c. Spend a few minutes to introduce the topic to start discussion
 - d. Be prepared to answer question and to interject more information to maintain discussion

Informative Speech

- I. Time: 4-5 minutes
- II. Objective: Deliver a prepared speech, using minimal notes or an outline, which informs the audience about a subject of your choice.
- III. Frequency: 1 fall semester/ 1 spring semester
- IV. Grading:
 - a. Knowledge of subject
 - b. Eye contact
 - c. Use of voice
 - d. Use of body
 - e. Use of visual aids (if used) (can be an asset to the presentation)
 - f. Overall presentation
- V. Preparation:

- a. Choose your topic
- b. Research your topic
- c. Write an outline
- d. Make extensive notes
- e. Prepare visual aids (optional)
- f. Practice and time your speech

Demonstration Speech

- I. Time: 10-20 minutes
- II. Objective: Deliver a hands on speech, using an outline and visual aids to demonstrate how to make/construct something, or how something works, or a process
- III. Frequency: 1 fall semester (live in class demonstration) / 1 spring semester (option: video part or all of presentation and show video in class)
- IV. Grading:
 - a. Knowledge of subject
 - b. Eye contact
 - c. Use of voice
 - d. Use of body
 - e. Use of visual aids
 - f. Overall presentation
- V. Preparation:
 - a. Choose something to demonstrate, e.g., hobby, food preparation, electronics, sports, etc.
 - b. Research if necessary
 - c. Write an outline
 - d. Prepare items needed for the demonstration
 - e. Practice, being careful that everyone will be able to see what you are doing and that everything works

Persuasive Speech

- I. Time: 4-5 minutes
- II. Objective: Deliver a prepared speech, using minimal notes or an outline, which influences your audience's beliefs/attitudes to the point of change or action
- III. Frequency: 1 fall semester/ 1 spring semester (political topic)
- IV. Grading:
 - a. Knowledge of subject
 - b. Eye contact
 - c. Use of voice
 - d. Use of body
 - e. Use of visual aids (if used) (can be an asset to the presentation)
 - f. Overall presentation
- V. Preparation:
 - a. Choose your topic

- b. Research your topic
- c. Write an outline
- d. Make extensive notes
- e. Prepare visual aids (optional)
- f. Practice and time your speech

Advertisement Proposal

- I. Time: 15-20 minutes including set up and break down
- II. Group project
- III. Objective: Present an advertisement proposal (marketing strategy) to your client (me). Develop an oral and visual presentation of how you will market the client's product, service, or organization. Convince the client that your proposal is the best recourse.
- IV. Frequency: 1 fall semester
- V. Grading
 - a. Outline of presentation
 - a. Methods of advertising, e.g., print, TV, Internet.
 - b. Slogan
 - c. Logo and/or packaging
 - d. Visual aids, e.g., Power Point, mock-up of product, posters.
 - e. Overall presentation/effect
 - f. Individual participation
- VI. Choose a chairman
- VII. Determine each person's duties (should be equal and each person should have a speaking part)
- VIII. After choosing what you will advertise and after reviewing these guidelines each person, including the chairman, should volunteer (or be assigned) for specific duties
- IX. Choose one of the following to advertise and determine the specifics (e.g., power drink)
 - a. Product
 - b. Service
 - c. Organization
- X. Before you begin:
 - a. Know your product. If necessary, do a background study of the product
 - b. Study the industry
 - 1. What are the strengths and weaknesses of the industry/product
 - 2. Know the competition
 - c. Why is this product necessary
 - d. Study your target market
 - 1. Who is the target market
 - 2. Do you have more than one target market
 - 3. How do you reach your market
 - e. Define objectives of your campaign
- XI. A good ad should include:
 - a. Attention

1. If there's nothing about your ad that attracts your prospect's attention, they won't have any incentive to read about what you are offering them
 2. Does your **headline** offer a significant benefit to our prospect? Is it a self-interest, news or curiosity headline? Will it draw prospects into reading the rest of your ad or newsletter?
 3. **Always** focus on people's needs
- b. Interest
1. If your offer is weak and poorly explained, then the client won't be interested
 2. Does your ad or newsletter have a **competitive advantage** built into it? This gives you an edge over your competitors.
- c. Desire
1. There needs to be something about your ad that gives a prospect the desire to have what you are offering
 2. An offer in an ad that's interesting to your prospect will lead to desire if it's carefully written. A product that's of no interest or value to your client won't create any desire and few if any sales.
 3. People generally purchase what they DESIRE, not necessarily what they need. So creating INTEREST and DESIRE are inseparable.
- d. Action
1. There also needs to be an incentive or a reason for the client to respond **now** or at least very soon, to what you are offering.
 2. Does your ad contain **Action** words instead of adjectives, where applicable? *Doing* is better than *describing*.

Prose or Poetry Reading

- I. Time: 2-4 minutes
- II. Objective: Deliver a prepared prose or poetry reading (with eye contact)
- III. Frequency: 1 reading / spring semester
- IV. Grading:
 - a. Eye contact
 - b. Use of voice
 - c. Use of body
 - d. Use of visual aids (if used)
 - e. Overall presentation
- V. Preparation:
 - a. Choose a poem , article, cutting from a novel, Bible verses
 - b. Write an introduction for your reading including the title and author
 - c. Prepare visual aids (optional)
 - d. Practice and time you're your reading