# Toastmasters International’s
## Advanced Communication Manuals

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Communicating on Television:

**Project 1: Straight Talk**

Objectives:
- To effectively present an opinion or viewpoint in a short time
- To simulate giving a presentation as part of a television broadcast

Time: Three minutes, plus or minus 30 seconds

**Project 2: The Talk Show**

Objectives:
- To understand the dynamics of a television interview or “talk” show
- To prepare for the questions that may be asked of you during a television interview program
- To present a positive image on the television camera
- To appear as a guest on a simulated television talk show

Time: 10 minutes, plus or minus 30 seconds

**Project 3: When You’re the Host**

Objectives:
- To conduct a successful television interview
- To understand the dynamics of a successful television interview or “talk” show
- To prepare questions to ask during the interview program
- To present a positive, confident image on the television camera

Time: 10 minutes, plus or minus 30 seconds

**Project 4: The Press Conference**

Objectives:
- To understand the nature of a television press conference
- To prepare for an adversary confrontation on a controversial or sensitive issue
- To employ appropriate preparation methods and strategies for communicating your organization’s viewpoint
- To present and maintain a positive image on television

Time: Four to six minutes for presentation, eight to 10 minutes for question period

**Project 5: Training on Television**

Objectives:
- To learn how to develop and present an effective training program on television
- To receive personal feedback through the videotaping of your presentation

Time: Five to seven minutes for the presentation, plus five to seven minutes for playback of the videotape
The Entertaining Speaker:

**Project 1: The Entertaining Speech**
Objectives:
- Entertain the audience by relating a personal experience
- Organize an entertaining speech for maximum impact
Time: Five to seven minutes

**Project 2: Resources for Entertainment**
Objectives:
- Draw entertaining material from sources other than your own personal experience
- Adapt your material to suit your topic, your own personality and the audience
Time: Five to seven minutes

**Project 3: Make Them Laugh**
Objectives:
- Prepare a humorous speech drawn from your own experience
- Strengthen the speech by adopting and personalizing humorous material from outside sources
- Deliver the speech in a way that makes the humor effective
Time: Five to seven minutes

**Project 4: A Dramatic Talk**
Objectives:
- Develop an entertaining dramatic talk about an experience or incident
- Include vivid imagery, characters, and dialogue
- Deliver the talk in an entertaining manner
Time: Five to seven minutes

**Project 5: Speaking After Dinner**
Objectives:
- Prepare an entertaining after-dinner talk on a specific theme
- Deliver the talk using the skills developed in the preceding projects
Time: Eight to ten minutes
Facilitating Discussion:

Project 1: The Panel Moderator
Objectives:
- Select a topic for a panel discussion
- Identify differing viewpoints to be addressed by panelists
- Organize and moderate a panel discussion
Time:
- Recommended: 28 to 30 minutes
- Optional: 22 to 26 minutes

Project 2: The Brainstorming Session
Objectives:
- Select a problem for a brainstorming session for which you serve as facilitator
- Conduct a brainstorming session
- Have participants reduce the list of ideas to the three best
Time:
- Recommended: 31 to 33 minutes
- Optional: 20 to 22 minutes

Project 3: The Problem-Solving Discussion
Objectives:
- Discuss the three ideas generated in Project 2
- Determine which one best resolves the problem
Time:
- Recommended: 26 to 31 minutes
- Optional: 19 to 23 minutes

Project 4: Handling Challenging Situations
Objectives:
- Select a problem and ask club members to discuss and resolve it by either a majority vote or by compromise
- Serve as facilitator for the discussion
- Effectively handle any member’s behavioral problems that may interfere with the discussion
Time:
- Recommended: 22 to 32 minutes
- Optional: 12 to 21 minutes

Project 5: Reaching a Consensus
Objectives:
- To select a problem for the group to discuss and resolve
- As facilitator, help the group reach a consensus
Time:
- Recommended: 31 to 37 minutes
- Optional: 20 to 26 minutes
Humorously Speaking:

Project 1: Warm Up Your Audience
Objectives:
• Prepare a speech that opens with a humorous story
• Personalize the story
• Deliver the story smoothly and effectively
Time: Five to seven minutes

Project 2: Leave Them With a Smile
Objectives:
• Prepare a serious speech that opens and closes with humorous stories
• Prepare a closing story that reemphasizes the speech’s main point
• Deliver the stories smoothly and effectively
Time: Five to seven minutes

Project 3: Make Them Laugh
Objectives:
• Prepare a speech that opens and closes with humorous stories
• Include jokes in the speech body to illustrate points or maintain audience interest
• Deliver the jokes and stories smoothly and effectively
Time: Five to seven minutes

Project 4: Keep Them Laughing
Objectives:
• Prepare a speech that opens with a self-deprecating joke
• String together two or three related jokes in the speech body
• Close the speech with a humorous story
Time: Five to seven minutes

Project 5: The Humorous Speech
Objectives:
• Use exaggeration to tell a humorous story
• Entertain the audience
• Effectively use body language and voice to enhance the story
Time: Five to seven minutes
Interpersonal Communication:

Project 1: Conversing with Ease
Objectives:
• Identify techniques to use in conversing with strangers
• Recognize different levels of conversation (small talk, fact disclosure, viewpoints and opinions, and personal feelings)
• Initiate a conversation with a stranger
• Use open-ended questions to solicit information for further conversation
Time: 10 to 14 minutes

Project 2: The Successful Negotiator
Objectives:
• Employ win/win negotiating strategies to achieve your goals
• Enjoy the benefits of win/win negotiating
• To apply vocal techniques that will aid in the effectiveness of the reading
Time: 10 to 14 minutes

Project 3: Diffusing Verbal Criticism
Objectives:
• Respond non-defensively to verbal criticism
• Employ a five-step method to identify the problem, diffuse the attack, and arrive at a solution
Time: 10 to 14 minutes

Project 4: The Coach
Objectives:
• Determine reasons for someone’s substandard performance
• Coach the person to improved performance
Time: 10 to 14 minutes

Project 5: Asserting Yourself Effectively
Objectives:
• Enjoy the mental and physical benefits of being assertive
• Employ the four-step method for addressing a problem and asking for help
• Overcome resistance to your requests
Time: 10 to 14 minutes
Interpretive Reading:

**Project 1: Read a Story**
Objectives:
- To understand the elements of interpretive reading
- To learn how to analyze a narrative and plan for effective interpretation
- To learn and apply vocal techniques that will aid in the effectiveness of the reading
Time: Eight to 10 minutes

**Project 2: Interpreting Poetry**
Objectives:
- To understand the differences between poetry and prose
- To recognize how poets use imagery, rhythm, meter, cadence, and rhyme to convey the meanings and emotions of their poetry
- To apply vocal techniques that will aid in the effectiveness of the reading
Time: Six to eight minutes

**Project 3: The Monodrama**
Objectives:
- To understand the concept and nature of the monodrama
- To assume the identity of a character and to portray the physical and emotional aspects of this character to an audience
Time: Five to seven minutes

**Project 4: The Play**
Objectives:
- To adapt a play for interpretive reading
- To portray several different characters in one reading, identifying them to the audience through voice changes and movement
Time: 12 to 15 minutes

**Project 5: The Oratorical Speech**
Objectives:
- To understand the structure of an effective speech
- To interpret and present a famous speech
Time: Eight to 10 minutes
Persuasive Speaking:

Project 1: The Effective Salesperson
Objectives:
- Learn a technique for selling an inexpensive product in a retail store
- Recognize a buyer’s thought processes in making a purchase
- Elicit information from a prospective buyer through questions
- Match the buyer’s situation with the most appropriate product
Time: 8 to 12 minutes

Project 2: Conquering the “Cold Call”
Objectives:
- Learn a technique to “cold call” selling of expensive products or services
- Recognize the risks buyers assume in purchasing
- Use questions to help the buyer discover problems with his or her current situation
- Successfully handle buyer’s objections and concerns
Time: 10 to 14 minutes

Project 3: The Winning Proposal
Objectives:
- Prepare a proposal advocating an idea or course of action
- Organize the proposal using the six-step method provided (What is my objective? Who is my audience? What does my audience want or need? What do you want the audience to do? What is the plan? What would the results be?)
Time: Five to seven minutes

Project 4: Addressing the Opposition
Objectives:
- Prepare a talk on a controversial subject that persuades an audience to accept or at least consider your viewpoint
- Construct the speech to appeal to the audience’s logic and emotions
Time: Seven to nine minutes for the speech, and two to three minutes for the question-and-answer period

Project 5: The Persuasive Leader
Objectives:
- Communicate your vision and mission to an audience
- Convince your audience to work toward achieving your vision and mission
Time: Six to eight minutes
The Professional Speaker:

Project 1: The Keynote Address
Objectives:
- Identify the basic differences between keynote speeches and other kinds of speeches
- Learn how to evaluate audience feeling and establish emotional rapport
- Learn and use the professional techniques necessary for a successful keynote presentation
- Develop a speech style and delivery that effectively inspires and moves the audience to adopt your views as a collective reaffirmation of its own
Time: 15 to 20 minutes – longer if club program allows

Project 2: Speaking to Entertain
Objectives:
- Entertain the audience through the use of humor drawn from personal experience and from other material that you have personalized
- Deliver the speech in a way that makes the humor effective
- Establish personal rapport with your audience for maximum impact
Time: 15 to 20 minutes – longer if club program allows

Project 3: The Sales Training Speech
Objectives:
- Tell a sales audience how to sell a product by using a planned presentation
- Inform a sales training audience about the human experience of the buyer-seller relationship
- Use entertaining stories and dynamic examples of sales situations
- Inspire salespeople to want to succeed in selling
Time: 15 to 20 minutes – longer if club program allows

Project 4: The Professional Seminar
Objectives:
- Plan and present a seminar with specific learning objectives
- Relate to the audience by using a seminar presentation style
- Use seminar presentation techniques to promote group participation, learning and personal growth
Time: 20 to 40 minutes

Project 5: The Motivational Speech
Objectives:
- Understand the concept and nature of motivational speaking
- Apply a four-step motivational method with the purpose of persuading and inspiring
- Deliver a motivational speech to persuade an audience to emotionally commit to an action
Time: 15 to 20 minutes – longer if club program allows
Public Relations:

Project 1: The Goodwill Speech
Objectives:
- Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience
- Favorably influence the audience by skillful and friendly delivery of your talk
Time: Five to seven minutes

Project 2: The Radio Talk Show
Objectives:
- Present a positive image of you and your company or organization on a simulated radio talk show
- Prepare a talk designed to build goodwill toward an organization by presenting factual information
- Understand the dynamics of a successful radio talk show
- Prepare for the questions that may be asked of you during the radio interview
Time: Three to five minutes for the presentation, plus two to three minutes for questions and answers

Project 3: The Persuasive Approach
Objectives:
- Direct a persuasive appeal to the audience’s self-interests using a combination of fact and emotion in a speech delivered in such a manner that it appears extemporaneous
- Persuade the audience to adopt your viewpoint by the use of standard persuasive techniques
- Use at least one visual aid to enhance the audience’s understanding
Time: Five to seven minutes

Project 4: Speaking Under Fire
Objectives:
- Prepare a talk to persuade a hostile audience to at least consider your position on a controversial issue
- Demonstrate sincerity when presenting your viewpoint
Time: Three to five minutes for the presentation, plus two to three minutes for questions and answers

Project 5: The Crisis Management Speech
Objectives:
- Learn strategies for communicating to the media about a company crisis
- Prepare a speech for the media about a company crisis that builds and maintains a positive image for the company
- Answer questions from the media in a manner that reflects positively on the company
Time: Four to six minutes for the presentation, and three to five minutes for the question-and-answer period
Speaking to Inform:

Project 1: The Speech to Inform
Objectives:
  • Select new and useful information for presentation to the audience
  • Organize the information for easy understandability and retention
  • Present the information in a way that will help motivate the audience to learn
Time: Five to seven minutes

Project 2: Resources for Informing
Objectives:
  • Analyze your audience regarding your chosen subject
  • Focus your presentation at the audience’s level of knowledge
  • Build a supporting case for each major point using information gathered through research
  • Effectively use at least one visual aid to enhance the audience’s understanding
Time: Five to seven minutes

Project 3: The Demonstration Talk
Objectives:
  • Prepare a demonstration speech to clearly explain a process, product, or activity
  • Conduct the demonstration as part of a speech delivered without notes
Time: Five to seven minutes

Project 4: A Fact-Finding Report
Objectives:
  • Prepare a report on a situation, event, or problem of interest to the audience
  • Deliver sufficient factual information in your report so the audience can make valid conclusions or a sound decision
  • Answer questions from the audience
Time: Five to seven minutes

Project 5: The Abstract Concept
Objectives:
  • Research and analyze an abstract concept, theory, historical force, or social/political issue
  • Present the ideas in a clear, interesting manner
Time: Five to seven minutes
Special Occasion Speeches:

**Project 1: Mastering the Toast**
Objectives:
- Recognize the characteristics of a toast
- Present a toast honoring an occasion or a person
Time: Two to three minutes

**Project 2: Speaking in Praise**
Objectives:
- Prepare a speech praising or honoring someone, either living or dead
- Address five areas concerning the individual and his/her accomplishments
- Include anecdotes illustrating points within the speech
Time: Five to seven minutes

**Project 3: The Roast**
Objectives:
- Poke fun at a particular individual in a good-natured way
- Adapt and personalize humorous material from other sources
- Deliver jokes and humorous stories effectively
Time: Three to five minutes

**Project 4: Presenting an Award**
Objectives:
- Present an award with dignity and grace
- Acknowledge the contributions of the recipient
Time: Three to four minutes

**Project 5: Accepting An Award**
Objectives:
- Accept an award with dignity, grace, and sincerity
- Acknowledge the presenting organization
Time: Five to seven minutes
Specialty Speeches:

Project 1: Speak Off the Cuff
Objectives:
- Develop an awareness of situations in which you might be called upon to deliver an impromptu speech
- Understand how to prepare for impromptu speaking
- Develop skill as a speaker in the impromptu situation by using one or more patterns to approach a topic under discussion; for example, comparing a past, present, and future situation or before and after
Time: Five to seven minutes

Project 2: Uplift the Spirit
Objectives:
- Identify and understand the basic differences and similarities between inspirational speeches and other kinds of speeches
- Learn how to evaluate audience feeling and establish emotional rapport
- Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views
Time: Eight to ten minutes

Project 3: Sell a Product
Objectives:
- Understand the relationship of sales techniques to persuasion
- Skillfully use the four steps in a sales presentation: attention, interest, desire, action
- Identify and promote a unique selling proposition in a sales presentation
- Be able to handle objections and close a prospective buyer
Time: 10 to 12 minutes

Project 4: Read Out Loud
Objectives:
- Arrive at an understanding of the elements that comprise oral interpretation and how it differs from preparing and giving a speech
- Learn the preparation or planning techniques of effective interpretation
- Learn the principles of presentation and develop skill in interpretive reading with regard to voice and body as instruments of communication
Time: 12 to 15 minutes

Project 5: Introduce the Speaker
Objectives:
- Focus on the special occasion talk from the standpoint of the introducer (function chairman, toastmaster, master of ceremonies)
- Become knowledgeable and skilled in the functions associated with the master of ceremonies
- Handle the introduction of other speakers at a club meeting
Time: The duration of a club meeting (To be arranged with the vice president education)
Speeches by Management:

Project 1: The Briefing
Objectives:
- Apply the key steps in the preparation of a briefing and the organization of material
- Give a briefing according to a specific objective so the audience will have an understanding of the information
- Effectively handle a question-and-answer session following the briefing
Time: Eight to 10 minutes for speech – five minutes for question period

Project 2: The Technical Speech
Objectives:
- Convert a technical paper or technical material and information into a technical speech
- Organize a technical speech according to the inverted-pyramid approach
- Write a technical speech as “spoken language,” not as an article
- Give the speech by effectively reading out loud
Time: Eight to 10 minutes

Project 3: Manage and Motivate
Objectives:
- Understand the concept and nature of motivational method in management
- Apply a four step motivational method with the objectives to persuade and inspire
- Deliver a motivational speech to persuade an audience to agree with your management proposal
Time: 10 to 12 minutes

Project 4: The Status Report
Objectives:
- Organize and prepare a status report involving the overall condition of a plan or program, or performance of a department or company in relation to goals
- Construct the report according to a four-step pattern
- Give an effective presentation of the report
Time: 10 to 12 minutes

Project 5: Confrontation: The Adversary Relationship
Objectives:
- Understand the definition and nature of the adversary relationship
- Prepare for an adversary confrontation or a controversial management issue
- Employ appropriate preparation methods, strategy, and techniques, for communicating with an adversary group as the representative of your company or corporation
Time: Five minutes for speech, 10 minutes for question period
Storytelling:

**Project 1: The Folk Tale**
Objectives:
- To tell a folk tale that is entertaining and enjoyable for a specific age group
- To use vivid imagery and voice to enhance the tale
Time: Seven to nine minutes

**Project 2: Let’s Get Personal**
Objectives:
- To learn the elements of a good story
- To create and tell an original story based on a personal experience
Time: Six to eight minutes

**Project 3: The Moral of the Story**
Objectives:
- To understand that a story can be entertaining yet display moral values
- To create a new story that offers a lesson or moral
- To tell the story, using the skills developed in the previous two projects
Time: Four to six minutes

**Project 4: The Touching Story**
Objectives:
- To understand the techniques available to arouse emotion
- To become skilled in arousing emotions while telling a story
Time: Six to eight minutes

**Project 5: Bringing History to Life**
Objectives:
- To understand the purpose of stories about historical events or people
- To use the storytelling skills developed in the preceding projects to tell a story about a historical event or person
Time: Seven to nine minutes
Technical Presentations:

Project 1: The Technical Briefing
Objectives:
- Using a systematic approach, organize technical material into a concise presentation
- Tailor the presentation to the audience’s needs, interests and knowledge levels
Time: Eight to 10 minutes

Project 2: The Proposal
Objectives:
- To prepare a technical presentation advocating a product, service, idea or course of action
- To present your viewpoint logically and convincingly, using an inverted-pyramid approach
- To effectively use Microsoft PowerPoint with a laptop computer to illustrate your message
- To effectively handle a question-and-answer period
Time: Eight to 10 minutes for speech, three to five minutes for question period

Project 3: The Nontechnical Audience
Objectives:
- Understand the principles of communicating complex information to nontechnical listeners
- Build and deliver an interesting talk based on these principles
- Answer audience questions that arise during the presentation
- Use a Microsoft PowerPoint slideshow to illustrate your message
Time: 10 to 12 minutes

Project 4: Presenting a Technical Paper
Objectives:
- Deliver an interesting speech based on a technical paper or article
- Effectively use a Microsoft PowerPoint slideshow to illustrate your theme
- Provide additional information, such as answers to questions, using a flip-chart
Time: 10 to 12 minutes

Project 5: Enhancing a Technical Talk with the Internet
Objectives:
- Understand the nature and process of a technical presentation supported with professional-level visual aids
- Arrange pre-meeting communications via email
- Find or create a post-meeting Web site for further dissemination of information supporting or enhancing your verbal presentation. You may create a Web page and add it to your club’s Web site, making use of podcasting, webcasting or a basic internet template
- Use a desktop computer, Microsoft Word, a Web browser, a simple graphics program for photos and other images, Microsoft PowerPoint as well as the venerable flip-char to support your presentation
Time: 12 to 15 minutes