



# PREPARING FOR A SPEECH OR PRESENTATION

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PUBLIC SPEAKING

DEVELOPMENT PROGRAMME

# PRACTICE & PREP

## KNOW YOUR AUDIENCE\_

Before you begin to craft your message, consider who the message is intended for. Learn as much about your listeners as you can. This will help you determine your choice of words, level of information, organisation pattern, and motivational statement.

## KNOW THE SETUP\_

Arrive in good time to check out the speaking area and get practice using the microphone and any visual aids.

## GIVE YOUR SPEECH TO ANOTHER PERSON\_

There are plenty of people you can practice on. Be sure to tell the person to be completely honest with you in their critique.

## STRUCTURE YOUR SPEECH\_

Create the framework for your speech. Write down the topic, general purpose, specific purpose, central idea, and main points. Make sure to grab the audience's attention in the first 30 seconds

Structure your material in three sections – grabber, middle, close.

Define Your End Goal. The first thing to do when preparing a speech is to define your end goal. What do you want the audience to do after they leave the room? What information should they walk away with? Once you've defined what you want your audience to take away, build your talking points around supporting that goal. This lends itself to a more focused and actionable speech that provides real value to your audience.

## PRACTICE. PRACTICE. PRACTICE\_

Rehearse out loud with all equipment you plan on using. Use a clock to check your timings. Film yourself presenting your speech and watch it back to see how you can improve.

### MERCY SHIBEMBA, 2017 LEGACY AWARD RECIPIENT

The most important thing to do is establish exactly what you want your audience to take away from what you have said. Once you have this, and you're working with that in mind, it will be far easier to put a talk together.



I start out by thinking of a few possible key messages that I would like to get out of my speech. Then I narrow that down depending on how much time I have to do the speech. I then build my speech around that. I often try and include questions for the audience that will get them thinking further after my speech and hopefully allow them to act on whatever they've taken away from my talk.



We're proud to be the only charity set up in memory of Diana, Princess of Wales, and her belief that young people have the power to change the world. It's a big mission but there are two things within it that we focus our charity's efforts on – young people and change.

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Throughout all our programmes and initiatives, 'change' for and by young people is central. We celebrate this by recognising young change makers with a Diana Award, the most prestigious accolade a young person can receive for their social action or humanitarian work.

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We hope you found this resource useful and wish you all the best in your social action journey. If you would like to help us create more resources and recognise even more young people with a Diana Award, you can make a donation by visiting <https://diana-award.org.uk/donate/>



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