

Session 4 - December 5 - Pitch or Speech

Points for session 4:

- Learn the difference in presentation and preparation from a pitch or speech
- Apply the nonverbal and verbal skills used so far to give an engaging presentation.
- **Don't fear failure - learn from it**

Chris opens the session. (7 minutes)

Good afternoon everyone, and welcome to "Pitch or Speech".

Over the course of these workshops we've talked about the importance of verbal and nonverbal communication. We conducted a mock-networking event that allowed us all to work on our fear of approaching new people and communicating value. Today, it's time to put those skills to work as we conduct a mini meeting of the club that I am from (Toastmasters)! Don't worry if you're just showing up for first time today, you are still in for a treat and we hope you have fun.

Today, we'll hear 2 short presentations from veteran speakers. Then, we'll each have an opportunity to face that f-word we're all scared of: failure. We'll work together to help each other, and by the end of the meeting everyone will have had a chance to speak twice. Your first chance is coming up right now! Don't worry, I'll go first.

It's time to get to know all the wonderful people joining us today! Unlike previous meetings where we've broken into groups, today I'd like us all to introduce ourselves individually to the crowd. Please stand up, and state your name, your degree, and answering this question to your group:

Would you rather be a baby-shaped muffin or a muffin-shaped baby? I will start.

Presentation. (? minutes)

We'll start by taking about speeches.

Today, we have a speaker joining us from the University Toastmasters. Today, you'll see an example of how to give a speech and a pitch. Afterwards, we'll debrief and explore some of the differences between a speech and a pitch. So, this will be more experiential learning.

(Then, we'll begin the process of speech delivery as in our club. The purpose of the project will be read by an evaluator, who we will present.)

Speech. (6 minutes)

(Presenter TBA)

Pitch. (6 minutes)

(Presenter TBA)

EXTRA TIME: (if time permits, we'll offer group oral evaluations)

Pitch. (5 minutes)

Now that we have seen a pitch and a speech, it's time to compare the two!

Key notes:

A speech (primarily a speech):

- a) Could be any length.
- b) Comes with a visual aid.

A pitch (primarily a pitch):

- a) Emphasis on selling something.
- b) Is often short in length.
- c) Focuses on the other side.

Both:

- a) Tell a story.
- b) Have a general and specific purpose.
- c) Have an audience.
- d) Depend on emotion and reason.

Is there really a difference at all? Is every pitch a speech? Every speech a pitch? (Question left open to audience -- discuss.)

Table Topics. (20 minutes)

Did you enjoy what you saw? Now, it's your turn to practice speaking in front of others! We will take volunteers first, but by the end of this exercise you will all have had your first experience

presenting in front of a group. In our club, we call this Table Topics! The topic will be some sort of idea or question to respond to, and you'll have to give a short (30 seconds to 1 minute) impromptu presentation in front of the group!

We have a few tips for those of you who may be nervous or unsure how to start. For starters, try to have a beginning, middle and an end and give some structure to your speech; think of it like a story. If your topic is a speech, an easy way to start is by giving the basic yes/no, this/that answer to the question. Then say why? Then summarize. If your topic is a pitch, think about the best quality that thing has for you, and for the audience and end with a reminder of your product/idea.

Here's a couple more tips to polish your presentation even more. If you don't know what to say - just keep talking! The ideas will come; try and talk about related things and see where it goes! If you know what to say - take breaks to think. In Toastmasters, we often try to avoid "filler words" -- words like umm, ah, er -- which detract from our speech because they fill space, yet add no meaning.

Lastly, let's hear from the evaluators. These are not people here to scare you -- they're here to help.

(evaluators speak)

Are there any questions?

Let's begin!

(Commence with the session! Read the first question - they needn't be in order.)

(Roughly 2-3 of the University Toastmasters will attend and provide written feedback). Print one copy of this sheet, nothing is required for the participants.

1. Why is your phone brand the best?
2. Why should everyone have to spend at least 6 months working in customer service?
3. What's your favourite elective you've taken at university?
4. Must you experience sadness to understand happiness?
5. What makes you awesome?
6. HB or mechanical pencil?
7. What's your best tip for pretending to have done a reading you didn't really do?
8. It's your first date and they're coming to your house. What do you make them for food?
9. Reading Week: for reading or sleeping?
10. Who was your biggest mentor growing up?
11. You're running for prime minister. Make a short opening statement.

12. You're a vegan and I want Chicken McNuggets. Convince me not to go get some.
13. You're on America's Got Talent and I'm Simon Cowell. What is your act? Convince me it's cool.
14. Should we do away with the first year math, stats and English requirements?
15. Should we do away with social media?
16. All finals should (or shouldn't) be at 7pm.
17. If you could travel to any past year, what year would you go to?
18. I'm a high school student. on the fence about going to university. Convince me it is/isn't worth it.
19. It's 3am and I'm unnecessarily cramming for a midterm. Convince me it's not worth it and I should sleep.
20. What's one thing everyone should carry at all times?

(Evaluations will be given directly to the person, right at the time they finish speaking. Table Topics will be facilitated by me.)

Conclusion. *(5 minutes)*

Unfortunately, that's all for "Pitch or Speech" and we've reached the end of the last workshop in the "Constructing Conversation" series.

Session end.