

Complete each field as fully as you can. The more you can put down, the easier it will be to write your speech. If you find you have blanks because you don't have the information, ask. It's always better to have too much, rather than too little to choose from!

The organization's name:

Name of the event:

Date of the event:

Location/place:

Time allowance:

Contact person's name:

The contact person's details: Phone:

Email address:

About the host organization

Background – key values, goals and achievements (maximum of 3 major points)

- 1.
- 2.
- 3.

About this particular event

Key points – reason(s) for event, purpose/focus, aspiration – what will be achieved (max. 3 major points)

- 1.
- 2.
- 3.

Key quotes/ideas to be used (eg. company slogan, motto ...)

- 1.
- 2.
- 3.

Important guests

(Repeat the format for all VIP guests who must be formally acknowledged in your opening remarks. If there are too many to individually address within your time allowance, ask for assistance to separate those who absolutely have to be mentioned, from those who can be safely grouped.)

Name & title (if appropriate):
Relevant expertise/background:
Key point to highlight:

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Relevant expertise/background:
Key point to highlight:

Other information that may require inclusion

Introduction of the speaker(s) to follow you

Name & title:
Hand over remarks:

General business (eg. Safety instructions - emergency exists – any message the audience needs as part of running of the event.)

- 1.
- 2.
- 3.

Audience Analysis

Uniting characteristics (interests, concerns, experiences ...)

- 1.
- 2.
- 3.

Key demographics (age, gender ...)

- 1.
- 2.
- 3.

Language/tone (What is wanted? Formal, informal? Ask for examples of speakers/speeches seen as desirable if you're unsure.)

- 1.

- 2.
- 3.

Any other special considerations? (Posing for photographs? Giving flowers? Where are these to be slotted in?)

- 1.
 - 2.
 - 3.
-

Ideas for opening:

- 1.
- 2.
- 3.

Ideas for closing:

- 1.
- 2.
- 3.

Reminder

Preparing your notes, writing your speech, is *part* of a process. Delivery completes it.

To give yourself the best chance of delivering your speech confidently and effectively, particularly if you've not done a lot of public speaking, the recommended approach is to practice.

Please review my [notes on rehearsal](#). They will step you through what is required.

Go well,
Kind regards,
Susan