

Tips on Effective Speeches

An effective campaign speech has three important components that must be included, just like an essay.

Introduction

Tell the audience who you are and what you are running for/whose party you are presenting. Express your ideas clearly, with basic sentence structure. Outline your overall message, eg, “The party represents change for the people of BC, an overhaul of education and health care services, and a commitment to proper seniors care.” Outline briefly the areas/issues you will be speaking about, and describe their importance today. Interesting facts, quotes and statistics are also great ways to grab the attention of your audience. Take their needs into account. Why are they most likely to vote for this party? What qualities/policies are important to the people you are speaking to? What do the people of BC want, and how does this party answer to those needs?

Remember: you’re not in front of people to tell them everything that is wrong - you’re there to tell them how you/the party you’ve chosen is going to make their lives *better*.

Body

This is where you explore the issues mentioned in your introduction in more detail. Outline the current problems, and explain how your party will combat these problems and what the anticipated results will be. Examples always help to illustrate your points. Bringing in historical facts will help you to communicate these ideas, for example, “1952, the government initiated a health plan that did not put the citizens first. As a result, people spent too much of their hard earned money on health care instead of investing it into their futures. This is a mistake our party refuses to make.”

The body is the ‘meat and potatoes’ of your speech, where most of the substance of your message should be.

Conclusion

Finish your speech by repeating your main points one more time, drawing all of your ideas together into one very strong, articulate message. Restate that message and tell your audience what you want/need from them - to go out and vote, who to support, etc. Look into the future and reassure your audience that the ideas you're communicating represent the best vision for the future. Thank your audience for their time and attention, and if possible, open the classroom to questions.

Other Tips

- Start to write your speech by jotting down point-form notes that you can expand on. Craft your message and build your speech around it.
- Do your research. Get all of your facts straight, and make sure you use them in your speech.
- Practice your speech and try not to read it directly from your paper. How does it sound when you say it?
- Be convincing. This is a school assignment, yes, but it's also a fun challenge. Make your classmates interested in what you are saying. The best way to do that is to be interested in the issues yourself.
- A good speech will have lots of segways (easy transitions from one topic to another). Master some of the language of segways: On the other hand, So far I have talked about, However, Let me shift gears, Meanwhile, That is not the only..., Finally, Speaking of... are all great segway transition phrases.