

## Public Speaking

This is often out of people's comfort zone, yet everyone always does very well. Public speaking is an important leadership skill and viticulturists and winemakers are often asked to speak at dinners, conferences, etc.

Contestants will be given a speech topic one week in advance so there is time to research and practise.

### Some tips:

- This is your chance to share your thoughts and ideas with the wine industry. It's not often you get a platform like this, so enjoy it and see it as an opportunity. It's your chance to shine and show your knowledge and talent.
- Ask previous contestants how they prepared their speech. Feel free to contact your regional committee members too.
- Research the topic and focus on a couple of key points
- Have an opinion and back it up with facts and conviction
- Keep it simple – you only have 3 minutes. You can't cover the whole topic in depth like a 20 minute presentation
- State a point of view and back it up with a couple of facts, then move on
- Practise saying it out loud several times to ensure you meet the allowed time-either in the mirror, to your colleagues and friends or even record yourself (the real thing will feel like a walk in the park after this 😊)
- Practise the intonation of your voice to keep people engaged
- Look at the audience – usually best to look above their heads than into someone's eyes
- Including questions is sometimes a good way to get people's attention
- Remember you are in control of what you say. So, if you're worried something isn't PC- don't include it. If you're worried you might stumble over a complicated word – don't include it.
- Also if you jump ahead by mistake and miss a couple of sentences out – don't let it throw you – the audience doesn't know you were going to say that. So to them you haven't made a mistake Just make sure you still finish in around 3 minutes.
- Do not swear. This is a formal and professional environment.
- Be mindful of sponsors and avoid talking about any of their products in a negative way or conversely as a sales pitch to them. All in all it is safer to talk about types of products rather than brands if you are talking about any.
- Think about how you want your audience to feel at the end of your speech. What are your key points?

### Speech Rules

- The MC will introduce you and read out your speech topic, so you don't have to repeat it and use that time
- Speeches are **3 minutes long**.
- There is a 10% leeway before being penalised – ie within **2 mins 42 seconds & 3 mins 18 seconds**
- Minus one point if over 3 mins 18 seconds or under 2 mins 42 seconds. Minus 2 points if over 3 mins 30 seconds
- The bell will ring at **2 minutes 30 seconds**, then at **3 minutes**, then at **3 minutes 15 seconds** (as final warning)
- Judges will assess your content, delivery and language. See the end of this guide for further breakdown of what they will be looking for.

### Speech Judging Form

Category	Main Points	Section Points
<b>Speech structure, construction &amp; flow</b>	Speech Structure - Introduction, Body, Conclusion  Introduction-gains audience attention  Organisation – flow of speech. Main points developed  Conclusion - audience left with something to think about	<b>10</b>
<b>Speech Content &amp; effectiveness</b>	Clear appropriate messages & relevance to topic  Use of grammar & word selection  Originality  Topic faith – did they believe in their topic & convince the audience	<b>20</b>
<b>Presentation &amp; delivery</b>	Vocal clarity/volume/modulation/pace/pitch  Appropriate use of humor, pause, stance & audience eye contact  Audience appeal/impact/engagement/enthusiasm  Gesture enhances speech (stands in one spot, doesn't over act or over gesture)	<b>20</b>
<b>Total Points</b>		<b>50</b>