



Deliver Social Speeches

Level 3 Project



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Deliver Social Speeches

About Deliver Social Speeches

In this project, you will learn how to compose a speech appropriate for a social occasion and recognize the characteristics of a toast, a eulogy, an acceptance speech, and a speech to praise an individual or group. You will also learn to adapt and personalize anecdotes for speeches in different situations.

Resources

The following is a list of resources available in your digital project on Base Camp. Some of these resources, such as evaluations, are also available on the Resources section on Base Camp.

Project Checklist

Evaluation Resources

Social Speech Basics

Introduction and Assignment

Introduction

Social speeches can be any speech given at a social occasion or event. They are personalized to those being honored or recognized and are usually shorter than informative or persuasive speeches. Depending on the occasion, often the purpose of a social speech is to remember, praise, or celebrate.

Your Assignment

Purpose: The purpose of this project is to practice delivering social speeches in front of your club members.

Overview: Develop two different social speeches—each 3 to 4 minutes—and present them at two separate club meetings. You may choose any two types of social speeches that appeal to you or that you would like to practice.

Your speech can be persuasive, humorous, informational, or crafted in any style that appeals to you and supports your speech content.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



Video: Sign in to Base Camp to watch a video that supports this project.



Interactive Activity: Sign in to Base Camp to complete an interactive activity.



Resource: Sign in to Base Camp to view this resource online.



Weblink: Return to your digital project when you see this icon to link to a website or Base Camp location.

For all assignment details and requirements, review the [Project Checklist](#).

Learning in Deliver Social Speeches

Assess and Reflect



To assess and track your knowledge, complete the activity below by listing what you already know and what you wonder about the topic today. Add up to five items to each list. After you complete your project, you will have an opportunity to review your answers and add what you have learned.

Know

For example: I know how to compose a speech appropriate for a social occasion.

Wonder

For example: I wonder about the characteristics of a toast, a eulogy, an acceptance speech, and a speech to praise an individual or group.

Competencies

The following is a list of competencies that you will learn and practice in this project.

- Compose a speech appropriate for a social occasion.
- Recognize the characteristics of a toast, a eulogy, an acceptance speech, and a speech to praise an individual or group.
- Adapt and personalize anecdotes for speeches in different situations.

The Basics of Social Speeches

It is important to understand the value of developing the skills required to deliver a successful social speech. Many members begin their Toastmasters journey ahead of a speech they will present at a life event—such as a toast, an introduction, or acceptance speech at an awards ceremony. Fear of delivering a social speech can cause some people to avoid participating in important events.

Knowing the basic structure and effective delivery techniques for these types of speeches can alleviate many of the stressors around the delivery. Social speeches are similar to any other speech with the added responsibility of honoring a person or an organization.

Speak in Praise

Many social speeches require you to speak in praise of an individual or group being honored.

Focus on Positive Qualities

To develop this type of speech, review the positive qualities and characteristics of the honoree. When possible, include memories or anecdotes to personalize your speech and make it more meaningful.

Consider the Setting

Depending on the setting and tone of the event, you may consider using humorous stories or appropriate quotations to highlight the honoree's character or successes.

Appropriate and Respectful

It is essential that your content is appropriate and respectful. If you are unsure of the impact a particular story or fact will have on the honoree or the audience, leave it out. It is better to err on the side of caution than to offend your audience.

Prepare in Advance

Although the tone and presentation of social speeches may be personal in nature, prepare in the same way you would for any speech. This is especially true if you are speaking about an emotional topic or at a meaningful life event, such as a memorial service or wedding. The same techniques used for other speeches are applicable.

A successful social speech requires preparation. Develop an introduction, body, and conclusion. Research stories or facts you may not know by speaking to colleagues or family members before the event. By organizing your material in advance, you are more likely to feel prepared and deliver a polished, successful speech.

Practice Your Delivery

The most successful social speeches flow with ease from the speaker—they may even seem impromptu to the audience. The best way to achieve a high level of ease before a speech is to practice. Using techniques that you would for other speeches, such as recording your presentation to review, practicing in front of a friend or colleague, or working with your mentor, will help you reach a level of comfort that mimics impromptu delivery.

Types of Social Speeches

There are many different reasons to give a social speech, but most speeches fall into the following categories.



Watch a video on Base Camp to learn more.

Toast

A toast is the action of raising your glass in honor of someone or something. Toasts are typically given at weddings or other noteworthy events. It is important to remember that the most significant person at the event is the person or persons you are honoring. Though you are the speaker, you want audience members to focus on the honoree.

Be aware that some cultures do not commonly toast at events. If you have not been specifically invited to give a toast or you are unfamiliar with the customs of the host culture for an event, seek permission before leading a toast.

Acceptance Speech

You may be called upon to speak when accepting a prize, honor, or award. The opportunity to give an acceptance speech is a privilege. If the award or honor is a surprise, it may be difficult to recall your intended speech. Prepare in advance by making notes and practicing so the opportunity to speak is managed with respect and humility.

Speech in Praise of an Individual or Group

A speech that praises an individual or group typically takes place when presenting an award or honoring someone who has passed away.

When presenting an award, your goal is to honor the individual or group for their accomplishments and remind the audience why they are being honored.

When honoring an individual who has passed away, your goal is not only to recognize the individual but also to acknowledge their impact on others in attendance. Including stories, facts, and anecdotes that put the honoree in the best possible light will praise the subject of your speech and leave the audience with a positive feeling.

Composing Social Speeches

Toast

When composing your toast, create a speech that fits the occasion in both mood and language. For formal gatherings, a good toast is dignified, although some humor may be appropriate.

For informal occasions where guests are likely to be acquainted with one another, toasts can be lighter in tone and phrased to fit the relaxed atmosphere. It is generally best to avoid clichés, as they may be perceived as insincere or shallow.

Acceptance Speech

Express your gratitude and be genuine when composing an acceptance speech. This speech is your opportunity to demonstrate why you are deserving of the honor being bestowed on you. Let your behavior at the event and during your speech demonstrate your highest nature. Recognize the people who may have helped you achieve success. Be sure to respect the time allotted for your acceptance speech and end on time.

Speech in Praise of an Individual or Group

If you are praising an individual or group, you may be presenting an award or delivering a eulogy. When presenting an award, review the honoree's positive characteristics and qualities. Maintaining a positive tone is essential when highlighting the honoree's accomplishments that led to receiving recognition. Review how these actions benefited others.

Depending on the time allotted to you for your award presentation, you may choose to write the speech based on the individual's life or organization's history. For shorter, more concise timeframes, you may choose to focus and elaborate on one or two specific attributes.

The Eulogy

A eulogy is a speech that honors someone who has passed away. Eulogies can present challenges to even the most seasoned speakers. You may be hesitant to speak for fear of becoming upset or concerned that your words will not be enough. As you write your speech, consider all the ways the honoree impacted your life and the lives of others. Know that your speech will be appreciated.

If you are overcome with emotion when delivering your speech, remember that all in attendance understand and relate to your emotional state. To help you prepare for this emotional challenge, practice your speech. If you are worried about being unable to finish your speech, ask someone ahead of time to finish for you in the event that you are unable. Many attendees admire and respect the person who delivers a eulogy because they recognize the challenge of presenting a sensitive speech in a difficult situation.

Do Your Research

As with all speeches, conducting personal research will help you develop your content with confidence. There are many sources of information available, including books and the internet, to expand your knowledge. You may choose to search for information on social speeches, toasts, eulogies, or any type of speech you are developing. It may be helpful to watch or listen to more examples of effective social speeches as you compose yours.

For more support composing social speeches, refer to the Social Speech Basics resource for tips on composing successful social speeches.

Review and Apply

Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- What other Toastmasters skills might you be able to apply to speaking socially?
- Are there any behaviors to avoid while giving the speech?
- How can social speaking help your professional life?
- How can you ensure your humor is appropriate for the event?
- What is the value of having your speech reviewed by a trusted friend, family member, or colleague before you deliver it?

Complete Your Assignment



Project Checklist

Now that you have read through the project, plan and prepare your speech or report. First, review your assignment.

This project includes:

- The Social Speech Basics resource
- Two 3- to 4-minute speeches

The following list includes tasks for this project. Please remember, your project is unique to you. You can use the checklist here or complete the digital version in your project on Base Camp.

Schedule your speeches with the Vice President Education. Each 3- to 4-minute speech is to be presented at a different club meeting.

Select two different types of social speeches to present to your club.

Write your speech.

Rehearse your speech.

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

Evaluation Criteria



Review the criteria for the evaluation in this project. Your evaluator will use the following scale:

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Audience Awareness

- 5 – Engages audience completely and anticipates audience needs

- 4 – Is fully aware of audience engagement/needs and responds effectively
- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

Topic

- 5 – Content is exemplary for both the topic and the type of social speech
- 4 – Content fully supports the topic and the type of social speech
- 3 – Content fits the topic and the type of social speech
- 2 – Content could be improved for the topic and the type of social speech
- 1 – Content seems inappropriate for the topic and/or the type of social speech

Complete Your Project



Once you have delivered your speech and received your evaluation, take a minute to review what you recorded under “Know” and “Wonder” in the Assess and Reflect section at the start of this project. Then add what you have learned while working through this project. Add up to five items.

Learned

For example: I learned how to adapt and personalize anecdotes for speeches in different situations.

Before You Move On

Review Your Learning

Review all the material in this project.

Deliver Your Speech

Plan, practice, and deliver your speech.

Receive Your Evaluation

Receive your evaluation and complete any other tasks required by your club.

Assess and Reflect

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

Congratulations!

If you have completed every task, CONGRATULATIONS! You have completed your Deliver Social Speeches project and you are ready to move on to your next project.



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