

# The Advanced Communication Series

The *Advanced Communication Series* trains you for speaking situations you may encounter outside of your Toastmasters club. Each of the following five-project manuals may be used toward the Advanced Communicator Bronze, Advanced Communicator Silver, and Advanced Communicator Gold awards.

## **The Entertaining Speaker (226A)**

Entertaining speakers are always in demand. Projects address preparing and delivering an entertaining speech, finding good stories and anecdotes to include in speeches, using humor, incorporating drama into presentations, and presenting an after-dinner speech.

## **Speaking To Inform (226B)**

Informational speeches are common, so it's likely you will be asked to present one sometime. This manual contains information about organizing an informational speech, tailoring your speech to the audience, conducting a demonstration, presenting a report, and delivering a speech about an abstract subject.

## **Public Relations (226C)**

Everyone benefits from the ability to present a good public image. Projects cover preparing a speech that will generate a favorable attitude toward you and your product, company or service; presenting a positive image of yourself and your company or organization on a radio talk show; persuading an audience to accept your viewpoint; addressing a hostile audience; communicating with the public during a crisis situation.

## **Facilitating Discussion (226D)**

Group discussions are common, and this manual provides instruction in facilitating the most common types of discussions. Learn about moderating a panel discussion, facilitating a brainstorming meeting, leading a problem-solving discussion, handling challenging people during discussions, and helping a problem-solving group achieve a consensus.

## **Specialty Speeches (226E)**

Speakers are often called upon to give different kinds of talks. This manual contains information about giving those considered most common: impromptu talks, preparing inspirational speeches, selling a product, reading aloud, and introducing a speaker.

## **Speeches by Management (226F)**

Managers encounter a variety of speaking situations in the work environment. This manual offers instruction in giving briefings, providing feedback, persuading and inspiring an audience, convincing an audience to accept change, and delivering bad news.

## **The Professional Speaker (226G)**

Professional speakers can give a variety of presentations to many audiences. This manual offers guidance in preparing and presenting a keynote

address, an entertaining speech, a sales training speech, a seminar and a motivational speech. It also includes information about marketing yourself as a professional speaker.

## **Technical Presentations (226H)**

Presenting technical information in a way that doesn't bore the audience is challenging. Learn how to prepare technical briefings, design and present a proposal, talk about a technical subject to a nontechnical audience, present a technical paper, and enhance a technical talk with the Internet.

## **Persuasive Speaking (226I)**

Successful people know how to influence and persuade others to accept their ideas, products or services. Projects cover selling a product, making "cold calls," preparing a winning proposal, convincing an audience to consider your side of a controversial issue, and persuading listeners to help bring a vision and mission to reality.

## **Communicating on Video (226J)**

Video presentations require special preparation and attention to details. Learn how to present an editorial, appear as a guest on an interview program, host an interview program, conduct a press conference, and use video to train others.

## **Storytelling (226K)**

A good story enhances your speech and makes it memorable. This manual offers instruction in telling folk tales, personal stories, stories with morals, emotional stories and stories about historical events or people.

## **Interpretive Reading (226L)**

Reading words written by someone else requires a special set of skills. Projects include reading stories, poetry, monodramas, plays, and famous speeches.

## **Interpersonal Communication (226M)**

Daily life presents many challenging communication situations. Topics in this manual include conversing with ease, negotiating, handling criticism, coaching someone to improve performance, and expressing dissatisfaction effectively.

## **Special Occasion Speeches (226N)**

Special events present special speaking opportunities. This manual provides instruction in giving toasts, speaking in praise/giving a eulogy, "roasting" someone, and presenting and accepting awards.

## **Humorously Speaking (226O)**

Every speaker benefits from using humor. Learn how to incorporate humorous anecdotes and jokes into a speech to enhance its beginning, middle or end. Also learn how to prepare and present an entirely humorous speech.