

Toastmasters Advanced Speech Manuals

After a Toastmasters member has completed the basic manual 10 speeches and achieved the Competent Communicator (CC) Award, they are eligible for the AC (Advanced Communicator) levels. There are 15 Advanced Manuals, each manual has 5 speeches. Completion of 2 manuals or 10 speeches is required for each AC-level Award. The AC levels are:

- Advanced Communicator Bronze (ACB)
- Advanced Communicator Silver (ACS)
- Advanced Communicator Gold (ACG)

✓ 1. The Entertaining Speaker Manual

- i. The Entertaining Speech: Entertain with humor and/or drama from your personal experience (5-7 min)
- ii. Resources for Entertainment: Entertain with humor and/or drama from sources other than personal experience (8-10 min)
- iii. Make Them Laugh: Prepare a humorous speech drawn from your own experiences and strengthened by adapted material from outside sources (8-10 min)
- iv. A Dramatic Talk: Develop an entertaining dramatic talk about an experience or incident, or give a dramatic reading (10-12 min)
- v. Speaking After Dinner: Prepare an entertaining after-dinner topic on a specific theme (13-15 min)

✓ 2. Speaking To Inform Manual

- † i. The Speech to Inform: Select, organize and present useful information to motivate your audience to learn (5-7 min)
- ii. Resources for Informing: Through researched information, focus your presentation on the audience's level of knowledge (8-10min)
- iii. The Demonstration Talk: Conduct a demonstration speech to explain a process, product, or activity (10-12 min)
- iv. A Fact-Finding Report: Prepare a report on a situation, event or problem of interest to the audience (10-12 min)
- v. The Abstract Concept: Research and organize the thoughts of experts on an abstract concept, theory, historical force or social/political issue (10-12 min)

3. Public Relations Manual

- i. The Public Relations Speech: Prepare a talk that will build goodwill for your organization (5-7 min)
- ii. Resources for Goodwill: Prepare a talk designed to build goodwill toward an organization or your company (8-10 min)
- iii. The Persuasive Approach: Persuade your audience to adopt your viewpoint using both fact and emotion (8-10 min)
- † iv. Speaking Under Fire: Persuade a hostile audience to consider your position on a controversial issue (6-8 min speech, 8-10 Q&A)

rapport (15-20 min)

iii. The Sales Training Speech: Demonstrate to a sales audience the dynamics of successful presentations (15-20 min)

iv. The Professional Speaker: Plan and present a seminar with specific learning objectives (20-40 min)

v. The Motivational Speech: Deliver a speech that persuades your audience to emotionally commit to an action (15-20 min)

8. Technical Presentations Manual

i. The Technical Briefing: Tailor your technical material into a concise presentation (8-10 min)

ii. The Proposal: Prepare a presentation advocating a product, service, idea or course of action, then conduct a question and answer period (8-10 min for presentation, 3-5 min for questions)

iii. The Nontechnical Audience: Communicate complex information to nontechnical listeners (10-12 min)

iv. Presenting a Technical Paper: Deliver an interesting speech based on a technical paper or article (10-12 min)

v. The Team Technical Presentation: Orchestrate the planning, preparation and delivery of a team technical presentation (20-30 min)

9. Persuasive Speaking Manual

i. The Effective Salesperson: Learn a technique for selling an inexpensive product in a retail store (8-12- min)

ii. Conquering the "Cold Call": Learn a technique for cold call selling of expensive products or services (10-14 min)

iii. The Winning Proposal: Prepare a proposal advocating an idea or course of action (5-7 min)

iv. Addressing the Opposition: Prepare a talk on a controversial subject that persuades an audience to accept or at least consider your viewpoint (7-9 min for speech, 2-5 min for questions and answers)

v. The Persuasive Leader: Communicate your vision and mission to an audience (6-8 min)

10. Communicating on Television Manual

i. Straight Talk: Present your opinion as if it were part of a television broadcast (3 min +- 30 secs)

ii. The Talk Show: Prepare for a televised interview and present a positive image (10 min +- 30 secs)

iii. When You're the Host: Conduct a successful interview and project a positive image on camera (10 min +- 30 secs)

iv. The Press Conference: Use appropriate methods for communicating your organization's viewpoint (4-6 min speech, 8-10 Q&A)

v. Training on Television: Learn how to develop and present an effective training

✓15. **Humorously Speaking Manual**

- ✦ i. Warm Up Your Audience: Prepare a speech that opens with a humorous story (5-7 min)
- ii. Leave Them With A Smile: Prepare a serious speech that opens and closes with humorous stories (5-7 min)
- iii. Make Them Laugh: Prepare a speech that opens and closes with humorous stories (5-7 min)
- iv. Keep Them Laughing: Prepare a speech that opens with a self-deprecating story (5-7 min)
- v. The Humorous Speech: Use exaggeration to tell a humorous story (5-7 min)

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