

ACCREDITED SPEAKER PROGRAM CRITERIA FOR JUDGING

Instructions to Evaluator: This judging and accreditation is to be undertaken with the sole purpose of determining the skill and expertise of the speaker as a professional. Toastmasters International considers the professional speaker as one who applies his or her communication skills toward the various purposes of speaking: informing, motivating, inspiring, entertaining, leading seminars and discussion groups, handling public relations, and dealing with problems of management.

Content

Speech Development: Did the speaker put ideas together so the audience could understand them? Was the speech structured around a purpose, and did the structure include an opening, body, and conclusion? Did the speech immediately engage the audience's attention and then move forward toward a significant conclusion? Was the development supported by relevant examples and illustrations, facts and figures, delivered with smoothness in a way that blended into the framework of the speech to present the audience with a unified whole.

Audience Response: Were you able to determine the speaker's purpose? Did the speech relate directly to that purpose? Was the audience's interest held by the speaker? Was this speech subject appropriate for the particular audience?

Speech Value: Did the speaker say something meaningful and original to the audience? The listeners should feel the speaker made a contribution to their thinking. The ideas should be important ones, although this does not preclude a humorous presentation of them. If humor was used, did the speaker incorporate appropriate humor during the presentation?

Delivery

Physical: Did the speaker's appearance reinforce the speech, whether profound, sad, humorous, or instructional? Did body language support points through gestures, expressions, and body positioning?

Voice: Was the voice flexible, moving from one pitch level to another for emphasis, and did it illustrate a variety of rate and volume? A good voice can be clearly heard and words easily understood.

Platform Style: Did the speaker speak with enthusiasm and assurance, showing interest in the audience and confidence in their reactions?

Language

Appropriateness: This refers to the choice of words that relate to the speech purpose and to the particular audience hearing the speech. Did the language promote clear understanding of thoughts and precisely fit the occasion?

Correctness: Did the speaker make proper use of correct pronunciation?