

Fast Track To Advanced Toastmaster

A guide to the objectives, time, and materials

This guide is for every candidate for the Competent Toastmaster Award, every CTM, every Advanced Toastmaster Bronze, and every Advanced Toastmaster Silver. Upon completion of our first CTM, we may select two of fourteen *Advanced Communication and Leadership Program* manuals. “All this fuss about electing a president... We pick our own daddy from a dog pound of daddies,” John Lennon once said. The same could be said of choosing two advanced manuals. I prepared this guide because our club members should make their decision based on the information provided in the following pages, and not just from the manuals’ title, or from the somewhat sketchy descriptions in the Toastmasters *Supply Catalog* - if you can even find one.

I and other members have encountered much unexpected resistance from club Executive Boards when we want to schedule an advanced manual speech. This is, I believe, sad, misguided, and unnecessary. Completing the CTM Award is an important step toward achieving self-actualization, as well as personal and professional growth, but is not the only one. As Bonnie Spencer, ATM, a Past Area Governor once said, “There *is* life after CTM.” After having completed my ATM in June 1995, I did not feel differently; however, I noticed how other Toastmasters *perceived* me differently. You, too, can stand proud some day soon and wear the copper colored ATM-B badge. If you already are an Advanced Toastmaster Bronze, I encourage you to pursue the Advanced Toastmaster Silver Award. (in the words of John Hormozi, ATM-S, “It’s a great time to be Silver.”) Beyond that is the Advanced Toastmaster Gold Award.

Rosalyn Kahn, ATM-S showed me a fax she had received from an International Director candidate that has much of the same information I have prepared for you. I applaud the efforts of anyone working to inform us about the advanced projects. I wish to express my gratitude to all club members who helped me along with their advice on how to approach each project as I stumbled toward completing my Able Toastmaster, ATM-B, and ATM-S awards and also to my evaluators who furnished me with valuable feedback and insight. It required much effort on my part, but I owe them much, hoping they will continue to support everyone working from the advanced manuals.

The best choice is an informed one. Starting with the third edition, I included the newest *Advanced Communication and Leadership Program*, entitled *Humorously Speaking*, Supply Catalog Item Number 226-O. Take some time to familiarize yourself with these projects; it will truly benefit you. Best wishes for your success in Toastmasters!

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ADVANCED COMMUNICATION AND LEADERSHIP PROGRAM MANUALS

Communicating On Television 226-J

Project 1: *Straight Talk*

Objectives:

- To present an opinion or viewpoint objectively in a short time.
- To simulate giving a presentation as part of a television broadcast.

Time: 2 minutes 30 seconds to 3 minutes 30 seconds.

Project 2: *The Talk Show*

Objectives:

- To understand the dynamics of a television interview or talk show.
- To prepare for the questions that may be asked of you during a television interview program.
- To present a positive image on the television camera.
- To appear as a guest on a simulated television talk show.

Time: 9 minutes 30 seconds to 10 minutes 30 seconds.

Project 3: *When You're The Host*

Objectives:

- To conduct a successful television interview.
- To understand the dynamics of a successful television interview or talk show.
- To prepare questions to ask during the interview program.
- To present a positive, confident image on the television camera.

Time: 9 minutes 30 seconds to 10 minutes 30 seconds.

Project 4: *The Press Conference*

Objectives:

- To understand the nature of a television press conference.
- To prepare for an adversary confrontation on a controversial or sensitive issue.
- To employ appropriate preparation methods and strategies for communicating your organization's viewpoint.
- To present and maintain a positive image on television.

Time: 4 to 6 minutes for the presentation, 8 to 10 minutes for the questions.

Project 5: *Training On Television*

Objectives:

- To learn how to develop and present an effective training program on television.
- To receive personal feedback through the videotaping of your presentation.

Time: 5 to 7 minutes for the presentation, 5 to 7 minutes for the playback of the videotape.

The Discussion Leader 226-D

Project 1: *The Seminar Solution*

Objectives:

- Present a short introductory talk or brief lecture describing a theory, model, or information about a topic that will be discussed in groups after the presentation.
- Organize the information so that it is easy to understand and can be remembered.
- Orient the group to think about the specific goal of the discussion that follows.
- Use a buzz session discussion technique to promote group participation in deriving information leading to a solution to the problem.

Group Size: Club Members

Materials: Flip chart, grease pencil, six notepads, and pencils.

Time: 20 to 30 minutes.

Project 2: *The Round Robin*

Objectives:

- Establish the meaning of a question with a discussion group.
- Using a problem solving pattern, lead the participants in a brainstorming session.
- Screen the possible solutions and lead the group in deciding what action to take.

Group Size: Club Members

Materials: Flip chart, grease pencil, pad, and pencil.

Time: 20 to 30 minutes.

Project 3: *Pilot A Panel*

Objectives:

- Select a problem for panel discussion. Select not less than three members in advance to speak on the panel.
- Define the common goals and the purpose of the panel.
- Acting as moderator, monitor the panel discussion to inform the audience.

Group Size: One discussion leader and three panelists selected in advance from among the club members. Club members who participate as panelists may receive credit for other basic or advanced manual projects relating to the purpose of the individual presentations: Speaking To Inform, The Persuasive Speech, Constructing Your Speech, Clarify Your Meaning, etc.

Time: 30 to 40 minutes.

The Discussion Leader 226-D (continued)

Project 4: *Make It Make-Believe (Role-Playing)*

Objectives:

- Understand what role-playing is and how to use it effectively in group communication.
- Select a problem involving human relations in which you may use the role-playing method to illustrate and explore the problem.
- Create a plot and characters relevant to the discussion problem and select a cast from among the group members.
- Direct the role-play enactment, relate it to the discussion problem, and lead the group in arriving at a solution.

Group Size: One group leader and participants selected in advance from among the club members.

Materials: Flip chart, grease pencil. **Time: 20 to 30 minutes.**

Project 5: *The Workshop Leader*

Objectives:

- Building group unity, guide the workshop participants in an investigative discussion of the problem.
- Follow a problem solving pattern to arrive at a solution.
- Bring the group to an agreement before the discussion ends.

Group Size: One discussion leader and club members.

Materials: Flip chart, grease pencil.

Time: 30 to 40 minutes.

The Entertaining Speaker 226-A

Project 1: *The Entertaining Speech*

Objectives:

- Entertain the audience through use of humor and/or drama drawn from your personal experience.
- Organize an entertaining speech for maximum audience impact.

Time: 5 to 7 minutes.

Project 2: *Resources For Entertainment*

Objectives:

- Draw humorous and/or dramatic material from sources other than your own personal experience.
- Adapt your material to suit your topic, your own personality, and the audience.
- Use entertaining material as a means of conveying a serious message.

Time: 5 to 7 minutes.

***The Entertaining Speaker* 226-A (continued)**

Project 3: *Make Them Laugh*

Objectives:

- Prepare a humorous speech drawn from your own experience.
- Strengthen the speech by adapting and personalizing humorous material from outside sources.
- Deliver the speech in a way that makes the humor effective.

Time: 8 to 10 minutes.

Project 4: *A Dramatic Talk*

Objectives:

- Develop an entertaining dramatic talk about an experience or incident, or give a dramatic reading.
- Include vivid imagery, characters, and dialogue.
- Deliver the talk in an interpretative manner.

Time: 10 to 12 minutes.

Project 5: *Speaking After Dinner*

Objectives:

- Prepare an entertaining after dinner talk on a specific theme.
- Deliver the talk extemporaneously, using the skills developed in the preceding entertainment projects.

Time: 13 to 15 minutes.

***Humorously Speaking* 226-O**

Project 1: *Warm Up Your Audience*

Objectives:

- To prepare a speech that opens with a humorous story.
- To personalize the story.
- To deliver the story smoothly and effectively.

Time: 5 to 7 minutes.

Project 2: *Leave Them With a Smile*

Objectives:

- To prepare a serious speech that opens and closes with humorous stories.
- To prepare a closing story that reemphasizes the speech's main point.
- To deliver the stories smoothly and effectively.

Time: 5 to 7 minutes.

Humorously Speaking 226-O (continued)

Project 3: *Make Them Laugh*

Objectives:

- To prepare a speech that opens and closes with humorous stories.
- To include jokes in the speech body to illustrate points or maintain the audience's interest.
- To deliver the jokes and stories smoothly and effectively.

Time: 5 to 7 minutes.

Project 4: *Keep Them Laughing*

Objectives:

- To prepare a speech that opens with a self-deprecating joke.
- To string together two or three related jokes in the speech body.
- To close the speech with a humorous story.

Time: 5 to 7 minutes.

Project 5: *The Humorous Speech*

Objectives:

- To use exaggeration to tell a humorous story.
- To entertain the audience.
- To effectively use body language and voice to enhance the story.

Time: 5 to 7 minutes.

Interpersonal Communication 226-M

Project 1: *Conversing With Ease*

Objectives:

- Identifying techniques to use in conversing with strangers.
- Recognize different levels of conversation.
- Initiate a conversation with a stranger.
- Use open-ended questions to solicit information for further conversation.

Time: 10 to 14 minutes.

Project 2: *The Successful Negotiator*

Objectives:

- Employ win/win negotiating strategies to achieve your goals.
- Enjoy the benefits of win/win negotiating.

Time: 10 to 14 minutes.

Project 3: *Diffusing Verbal Criticism*

Objectives:

- Respond non-defensively to verbal criticism.
- Employ a five step method to identify the problem, diffuse the attack, and arrive at a solution.

Time: 10 to 14 minutes.

***Interpersonal Communication* 226-M (continued)**

Project 4: *The Coach*

Objectives:

- Determine the reasons for someone's substandard performance.
- Coach the person to improved performance.

Time: 10 to 14 minutes.

Project 5: *Asserting Yourself Effectively*

Objectives:

- Enjoy the mental and physical benefits of being assertive.
- Employ the four step method for addressing a problem and asking for help.
- Overcome resistance to your requests.

Time: 10 to 14 minutes.

***Interpretive Reading* 226-L**

Project 1: *Read A Story*

Objectives:

- To understand the elements of interpretive reading.
- To learn how to analyze a narrative and plan for effective interpretation.
- To learn and apply vocal techniques that will aid in the effectiveness of the reading.

Time: 8 to 10 minutes.

Project 2: *Interpreting Poetry*

Objectives:

- To understand the differences between poetry and prose.
- To recognize how poets use imagery, rhythm, meter, cadence, and rhyme to convey the meanings and emotions of their poetry.
- To apply vocal techniques that will aid in the effectiveness of the reading.

Time: 6 to 8 minutes.

Project 3: *The Monodrama*

Objectives:

- To understand the concept and nature of the monodrama.
- To assume the identity of a character and to portray the physical and emotional aspects of this character to an audience.

Time: 5 to 7 minutes.

Project 4: *The Play*

Objectives:

- To adapt a play for interpretive reading.
- To portray several characters in one reading, identifying them to the audience through voice changes and movement.

Time: 12 to 15 minutes.

Interpretive Reading 226-L (continued)

Project 5: *The Oratorical Speech*

Objectives:

- To understand the structure of an effective speech.
- To interpret and present a famous speech.

Time: 10 to 12 minutes.

Persuasive Speaking 226-I (replacing *The Professional Salesperson*)

Project 1: *The Effective Salesperson*

Objectives:

- Learn a technique for selling an inexpensive product in a retail store.
- Recognize a buyer's thought process in making a purchase.
- Elicit information from a prospective buyer through questions.
- Match the buyer's situation with the most appropriate product.

Time: 8 to 12 minutes.

Project 2: *Conquering The "Cold Call"*

Objectives:

- Learn a technique for "cold call" selling of expensive products or services.
- Recognize the risks buyers assume in purchasing.
- Use questions to help the buyer discover problems with his or her current situation.
- Successfully handle buyer's objections and concerns.

Time: 10 to 14 minutes.

Project 3: *The Winning Proposal*

Objectives:

- Prepare a proposal advocating an idea or course of action.
- Organize the proposal using the six-step method provided.

Time: 5 to 7 minutes.

Project 4: *Addressing The Opposition*

Objectives:

- Prepare a talk on a controversial subject that persuades an audience to accept or at least consider your viewpoint.
- Construct the speech to appeal to the audience's logic and emotions.
- To plan and conduct a kickoff meeting for a Toastmasters membership campaign.

Time: 7 to 9 minutes for the speech; 2 to 3 minutes for the question-and-answer period.

● *Arrangements for this project should be made with your club's Vice President Education well in advance.*

Persuasive Speaking 226-I (continued)

Project 5: *The Persuasive Leader*

Objectives:

- Communicate your vision and mission to an audience.
- Convince your audience to work toward achieving your vision and mission.

Time: 6 to 8 minutes.

The Professional Speaker 226-G

Project 1: *The Keynote Address*

Objectives:

- Identify the basic differences between keynote speeches and other kinds of speeches.
- Learn how to evaluate the audience's feeling and establish emotional rapport.
- Learn and use the professional techniques necessary for a successful keynote presentation.
- Develop a speech style and delivery that effectively inspires and moves the audience to adopt your views as a collective reaffirmation of its own.

Time: 15 to 20 minutes - longer, if club program allows.

Project 2: *Speaking To Entertain*

Objectives:

- Entertain the audience through the use of humor drawn from personal experience and from other material that you have personalized.
- Deliver the speech in a way that makes the humor effective.
- Establish personal rapport with your audience for maximum impact.

Time: 15 to 20 minutes - longer, if club program allows.

Project 3: *The Sales Training Speech*

Objectives:

- Tell a sales audience how to sell a product by using a planned presentation.
- Inform a sales training audience about the human experience of the buyer-seller relationship.
- Use entertaining stories and dynamic examples of sales situations.
- Inspire salespeople to want to succeed in selling.

Time: 15 to 20 minutes - longer, if club program allows.

Project 4: *The Professional Seminar*

Objectives:

- Plan and present a seminar with specific learning objectives.
- Relate to the audience by using a seminar presentation style.
- Use seminar presentation techniques to promote group participation, learning, and personal growth.

Time: 20 to 40 minutes.

The Professional Speaker 226-G (continued)

Project 5: *The Motivational Speech*

Objectives:

- Understand the concept and nature of motivational speaking.
- Apply a four step motivational method with the purpose of persuading and inspiring.
- Deliver a motivational speech to persuade an audience to emotionally commit to an action.

Time: 15 to 20 minutes - longer, if club program allows.

Public Relations 226-C

Project 1: *The Public Relations Speech*

Objectives:

- Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience.
- Favorably influence the audience by the skillful and friendly delivery of your talk.

Time: 5 to 7 minutes.

Project 2: *Resources For Goodwill*

Objectives:

- Research the operation and benefits of an organization or company.
- Prepare a talk designed to build goodwill toward it by presenting factual information.
- Analyze the common interests of your audience and focus your presentation on those interests.
- Effectively use at least one visual aid to enhance the audience's understanding.

Time: 8 to 10 minutes.

Project 3: *The Persuasive Approach*

Objectives:

- Direct a persuasive appeal to the audience's self-interests using a combination of fact and emotion in a speech delivered in such a manner that it appears extemporaneous.
- Persuade the audience to adopt your viewpoint by the use of standard persuasive techniques.

Time: 8 to 10 minutes.

Project 4: *Speaking Under Fire*

Objectives:

- Prepare a talk to persuade a hostile audience at least to consider your position on a controversial issue.
- Conduct a question-and-answer period on the speech subject.

Time: 6 to 8 minutes for the speech - 8 to 10 minutes for the question period.

Public Relations 226-C (continued)

Project 5: *The Media Speech*

Objectives:

- Write a speech script on behalf of a social cause.
- Using the script, present the speech to persuade a general television audience.

Time: 7 minutes 30 seconds to 8 minutes 30 seconds.

This project has special requirements to simulate a television broadcast. Make arrangements in advance for the proper equipment. If at all possible, a club might arrange for their members to witness an actual studio production as a helpful preparation for this project.

Speaking To Inform 226-B

Project 1: *The Speech To Inform*

Objectives:

- Select new and useful information for presentation to the audience.
- Organize the information for easy understanding and retention.
- Present the information in a way that will help motivate the audience to learn.

Time: 5 to 7 minutes.

Project 2: *Resources For Informing*

Objectives:

- Analyze the knowledge level of your audience regarding your chosen subject.
- Focus your presentation at the audience's level of knowledge.
- Build a supporting case for each major point through use of explanation, examples, and information gathered during your research.
- Effectively use at least one visual aid to enhance the audience's understanding.

Time: 8 to 10 minutes.

Project 3: *The Demonstration Talk*

Objectives:

- Prepare a demonstration speech to clearly explain a process, product, or activity.
- Conduct the demonstration as part of a speech delivered without notes.

Time: 10 to 12 minutes.

Project 4: *A Fact-Finding Report*

Objectives:

- Prepare a report on a situation, event, or problem of interest to the audience.
- Deliver sufficient factual information in your report so the audience can base valid conclusions or a sound decision on it.

Time: 10 to 12 minutes.

***Speaking To Inform* 226-B (continued)**

Project 5: *The Abstract Concept*

Objectives:

- Research and organize the thought of experts on an abstract concept, theory, historical force, or social/political issue.
- Present the ideas in a clear and interesting manner.

Time: 10 to 12 minutes.

***Special Occasion Speeches* 226-N**

Project 1: *Mastering The Toast*

Objectives:

- Recognize the characteristics of a toast.
- Present a toast honoring an occasion or a person.

Time: 2 to 3 minutes.

Project 2: *Speaking In Praise*

Objectives:

- Prepare a speech praising or honoring someone, either living or dead.
- Address five areas concerning the individual and his/her accomplishments.
- Include anecdotes which illustrate points within the speech.

Time: 5 to 7 minutes.

Project 3: *The Roast*

Objectives:

- Poke fun at a particular individual in a good-natured way.
- Adapt and personalize humorous material from other sources.
- Deliver jokes and humorous stories effectively.

Time: 3 to 5 minutes.

Project 4: *Presenting An Award.*

Objectives:

- Present an award with dignity and grace.
- Acknowledge the contributions of the recipient.

Time: 3 to 4 minutes.

Project 5: *Accepting An Award*

Objectives:

- Accept an award with dignity, grace, and sincerity.
- Acknowledge the presenting organization.

Time: 5 to 7 minutes.

Specialty Speeches 226-E

Project 1: *Speak Off The Cuff*

Objectives:

- Develop an awareness of situations in which you might be called upon to deliver an impromptu speech.
- Understand how to prepare for impromptu speaking.
- Develop skill as a speaker in the impromptu situation by using one or more patterns to approach a topic under discussion; for example, comparing the past, present, and future situation or before and after.

Time: 5 to 7 minutes.

Project 2: *Uplift The Spirit*

Objectives:

- Identify and understand the basic differences and similarities between inspirational speeches and other kinds of speeches.
- Learn how to evaluate the audience's feeling and establish emotional rapport.
- Develop a speech style and delivery that effectively expresses inspirational content by moving the audience to adopt your views.

Time: 8 to 10 minutes.

Project 3: *Sell A Product*

Objectives:

- Understand the relationship of sales technique to persuasion.
- Skillfully use the four steps in a sales presentation: attention, interest, desire, and action.
- Identify and promote a unique selling proposition in a sales presentation.
- Be able to handle objections and close a prospective buyer.

Time: 10 to 12 minutes.

Project 4: *Read Out Loud*

Objectives:

- Arrive at an understanding of the elements that comprise oral interpretation and how it differs from preparing and giving a speech.
- Learn the preparation or planning techniques of effective interpretation.
- Learn the principles of presentation and develop skill in interpretive reading with regard to voice and body as instruments of communication.

Time: 12 to 15 minutes.

Specialty Speeches 226-E (continued)

Project 5: *Introduce The Speaker*

Objectives:

- Focus on the special occasion talk from the standpoint of the introducer (function chairman, toastmaster, master of ceremonies).
- Become knowledgeable and skilled in the functions associated with the master of ceremonies.
- Handle the introduction of other speakers at a club meeting.

Time: The duration of a club meeting (to be arranged with the Vice President Education).

Speeches By Management 226-F

Project 1: *The Briefing*

Objectives:

- Apply the key steps in the preparation of a briefing and the organization of material.
- Give a briefing according to a specific objective so the audience will have an understanding of the information.
- Effectively handle a question and answer session following the briefing.

Time: 8 to 10 minutes, with 5 minutes for the question period.

Project 2: *The Technical Speech*

Objectives:

- Convert a technical paper or technical material and information into a technical speech.
- Organize a technical speech according to the inverted pyramid approach.
- Write a technical speech as "spoken language", not as an article.
- Give the speech by effectively reading out loud.

Time: 8 to 10 minutes.

Project 3: *Manage And Motivate*

Objectives:

- Understand the concept and nature of motivational method in management.
- Apply a four step motivational method with the objectives to persuade and inspire.
- Deliver a motivational speech to persuade an audience to agree with your management proposal.

Time: 10 to 12 minutes.

Project 4: *The Status Report*

Objectives:

- Organize and prepare a status report involving the overall condition of a plan or program, or performance of a department or company in relation to goals.
- Construct the report according to a four step pattern.
- Give an effective presentation of the report.

Time: 10 to 12 minutes.

Speeches By Management 226-F (continued)

Project 5: *Confrontation: The Adversary Relationship*

Objectives:

- Understand the definition and nature of the adversary relationship.
- Prepare for an adversary confrontation on a controversial management issue.
- Employing appropriate preparation methods, strategy, and techniques, for communicating with an adversary group as the representative of your company or corporation.

Time: 5 minutes for the speech - 10 minutes for the question period.

Storytelling 226-K

Project 1: *The Folk Tale*

Objectives:

- To tell a folk tale that is entertaining and enjoyable for a specific age group.
- To use vivid imagery and voice to enhance the tale.

Time: 7 to 9 minutes.

Project 2: *Let's Get Personal*

Objectives:

- To learn the elements of a good story.
- To create and tell an original story based on a personal experience.

Time: 6 to 8 minutes.

Project 3: *The Moral Of The Story*

Objectives:

- To understand that a story can be entertaining yet display moral values.
- To create a new story that offers a lesson or moral.
- To tell the story, using the skills developed in the previous two projects.

Time: 4 to 6 minutes.

Project 4: *The Touching Story*

Objectives:

- To understand the techniques available to arouse emotion.
- To become skilled in arousing emotions while telling a story.

Time: 6 to 8 minutes.

Project 5: *Bringing History To Life*

Objectives:

- To understand the purpose of stories about historical events or people.
- To use the storytelling skills developed in the preceding projects to tell a story about a historical event or person.

Time: 7 to 9 minutes.

Technical Presentations 226-H

Project 1: *The Technical Briefing*

Objectives:

- To organize technical material into a concise presentation using a systematic approach.
- To tailor the presentation to the audience's needs, interests, and knowledge levels.

Time: 8 to 10 minutes.

Project 2: *The Proposal*

Objectives:

- To prepare a technical presentation advocating a product, service, idea, or course of action.
- To present your viewpoint logically and convincingly, using an inverted pyramid approach.
- To use a flip chart to illustrate your message effectively.
- To handle a question and answer period effectively.

Time: 8 to 10 minutes for the speech; 3 to 5 minutes for the questions.

Project 3: *The Nontechnical Audience*

Objectives:

- To understand the principles of communicating complex information to nontechnical listeners.
- To build and deliver an interesting talk based on these principles.
- To answer the audience's questions that arise during the presentation.
- To use overhead transparencies to illustrate your message.

Time: 10 to 12 minutes.

Project 4: *Presenting A Technical Paper*

Objectives:

- To deliver an interesting speech based on a technical paper or article.
- To use a flip chart, overhead projector, or slides to illustrate your message effectively.

Time: 10 to 12 minutes.

Project 5: *The Team Technical Presentation*

Objectives:

- To understand the nature and process of a team technical presentation.
- To conceptualize a briefing or proposal involving three or more speakers, including yourself.
- To assemble a team of club members capable of getting the job done.
- To orchestrate the planning, preparation, and delivery of a team technical presentation.

Time: 20 to 30 minutes.

- *Arrangements for this project should be made with your club's Vice President Education well in advance. You should also arrange for each speaker to be evaluated.*