



THE LEADERSHIP INSTITUTE
Public Speaking Workshop
July 9, 2010
Steven P.J. Wood Building
Arlington, VA

8:30 - 9:00 AM	REGISTRATION & BREAKFAST
9:00 - 9:05	Introduction and Welcome
9:05 - 10:05	Goals of a Speech
10:05 - 11:05	Persuasion & Audience Analysis
11:05 - 11:15	BREAK
11:15 - 12:30	Message Construction
12:30 PM	LUNCH
1:00 - 2:15	Preparing for Delivery: Expertise & Ownership
2:15 - 2:30	BREAK
2:30 - 3:30	Elements of Effective Delivery
3:30 - 5:00	Teaching not Talking: Interaction, Visual Aids, & Persuasion
5:00 PM	CONCLUSION & ADJOURNMENT

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