



SESSION 4: Conduct Quality Speech Contests

AREA AND
DIVISION DIRECTOR
TRAINING

FACILITATOR GUIDE

TOASTMASTERS INTERNATIONAL

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www.toastmasters.org/members

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SESSION 4: CONDUCT QUALITY SPEECH CONTESTS

Area directors oversee area speech contests, and division directors oversee division speech contests. When area and division directors have a good understanding of the contest process, rules, and resources, the contests' quality is enhanced. The roles that area and division directors play in speech contests vary by district. In this session, area and division directors learn how to find answers about contests using the *Speech Contest Rulebook* (Item 1171) and discover other resources so that they are equipped to oversee speech contests in their areas and divisions.

Overview

In this session, the following topics are presented:

- ▶ Types and benefits of speech contests
- ▶ Speech contest preparation
- ▶ Speech contest rules

Objectives

After completing this session, area and division directors will be able to do the following:

- ▶ State the types of speech contests officially recognized by Toastmasters International
- ▶ Explain how speech contests benefit contestants, the audience, and those who help conduct the contests
- ▶ Prepare a speech contest with their teams
- ▶ Solve speech contest challenges and answer questions using the *Speech Contest Rulebook* (Item 1171)

Materials

- ▶ Flipchart
- ▶ Markers
- ▶ PowerPoint presentation
- ▶ One *Speech Contest Judges Training* (Item 1190) per area and division director
- ▶ One *Speech Contest Rulebook* (Item 1171) per area and division director

Duration

- ▶ One hour and 15 minutes



INTRODUCTION

1. **SHOW** the Session Agenda slide.

Session Agenda

- ▶ Types and benefits of speech contests
- ▶ Speech contest preparation
- ▶ Speech contest rules

www.toastmasters.org

2. **PRESENT** the session agenda.
 - ▶ Types and benefits of speech contests
 - ▶ Speech contest preparation
 - ▶ Speech contest rules



3. **SHOW** the Session Objectives slide.

Session Objectives

- State types of speech contests
- Explain benefits of speech contests
- Prepare a speech contest with leadership teams
- Solve speech contest challenges and answer questions using the *Speech Contest Rulebook* (Item 1171)

www.toastmasters.org

4. **PRESENT** the session objectives:
 - ▶ State the types of speech contests officially recognized by Toastmasters International
 - ▶ Explain how speech contests benefit contestants, the audience, and those who help conduct the contests
 - ▶ Prepare a speech contest with their teams
 - ▶ Solve speech contest challenges and answer questions using the *Speech Contest Rulebook* (Item 1171)

TYPES AND BENEFITS OF SPEECH CONTESTS

(5 minutes)

NOTE TO FACILITATOR

The purpose of this section is to give area and division directors a fundamental understanding of the types of Toastmasters speech contests and benefits of speech contests in general. As district leaders responsible for overseeing speech contests in the areas and divisions, it is important that the area and division directors can describe the value of speech contests and the types of contests recognized by Toastmasters.

In this section, area and division directors are presented with the types of speech contests. They consider the benefits of speech contests to the participants, audience, and those conducting the contests.

After completing this section, area and division directors will be able to identify the types of Toastmasters speech contests and their benefits. This information will serve as a foundation on which to base subsequent training about more detailed aspects of speech contests.

1. **TELL** area and division directors that they may find it helpful to take notes in the Types and Benefits of Speech Contests section of the participant workbook.
2. **ASK**
 - ▶ What types of speech contests are officially recognized by Toastmasters?
3. **SHOW** the Types of Speech Contests slide.



4. **PRESENT**
 - ▶ The following types of speech contests are officially recognized by Toastmasters:
 - ▶ International
 - ▶ Evaluation
 - ▶ Humorous
 - ▶ Table Topics™
 - ▶ Tall Tales
 - ▶ Video (for members of undistricted clubs)



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5. **ASK**

- ▶ What are the benefits of speech contests?
 - ▶ Participants gain speaking experience.
 - ▶ Contests provide an opportunity for members to meet their personal and professional goals.
 - ▶ Members of the audience observe proficient speakers.
 - ▶ Audience members learn about a variety of topics.
 - ▶ As speakers progress, they grow beyond their clubs.
 - ▶ Those who organize and conduct the contests practice serving in leadership roles and on teams.
 - ▶ Awareness of Toastmasters spreads in the community.
 - ▶ Visibility and membership grows.



6. **WRITE** answers on the flipchart.

7. **PRESENT** answers that were not mentioned.



8. **SHOW** the Speech Contest Resource for Clubs slide.

The slide is titled "Speech Contest Resources for Clubs" and features the Toastmasters logo. It contains two bullet points: "Area and division directors are resources for club officers' speech contest questions" and "Area and division directors should have a thorough understanding of speech contests". The slide number "4" is in the bottom right corner, and the URL "www.toastmasters.org" is at the bottom.

9. **PRESENT**

- ▶ Area and division directors' involvement in speech contests vary by district.
- ▶ In all districts, club officers depend on area and division directors as the first resource for answers to questions about speech contests.
- ▶ Therefore, it is important for area and division directors to have a thorough understanding of how speech contests work and where to find answers when questions arise.

SPEECH CONTEST PREPARATION

(30 minutes)

NOTE TO FACILITATOR

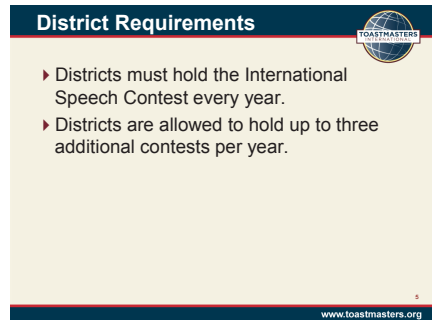
The purpose of this section is to familiarize area and division directors with the tasks and materials involved in delivering a successful speech contest. Because area and division directors oversee area and division speech contests, it is important that they know the steps and resources involved in preparing the contests.

Since the area and division directors' involvement in speech contests varies by district, the information in this section is general in nature.

In this section, area and division directors find answers to questions about speech contest preparation in the Speech Contest Checklists section of the *Speech Contest Rulebook* (Item 1171).

After completing this section, area and division directors will be able to use the *Speech Contest Rulebook* (Item 1171) as a guide when planning area and division speech contests.

1. **SHOW** the District Requirements slide.



The slide is titled "District Requirements" and features the Toastmasters logo. It contains two bullet points: "Districts must hold the International Speech Contest every year." and "Districts are allowed to hold up to three additional contests per year." The website address "www.toastmasters.org" is visible at the bottom.

2. **TELL** area and division directors that they may find it helpful to take notes in the Speech Contest Preparation section of the participant workbook.

3. **ASK**

- ▶ Which type of contest must a district hold?
 - ▶ International
- ▶ How many additional contests may a district hold?
 - ▶ Three



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4. **ASK**

- ▶ What makes for a quality speech contest?
 - ▶ Well-trained contest chairs and judges
 - ▶ Planning
 - ▶ Interesting speeches
 - ▶ Suitable location
 - ▶ Toastmasters branded materials



5. **ASK**

- ▶ As district leaders, what can area and division directors do to help prepare successful speech contests?
 - ▶ Plan the contest budget and publicity.
 - ▶ Answer questions about eligibility and rules.
 - ▶ Inform judges, timers, and counters of their duties.
 - ▶ Schedule the contest and awards ceremony with club and district contest schedules in mind.
 - ▶ Organize resources and a logistics committee to help.
 - ▶ Choose fair and impartial judges.
 - ▶ Know and abide by contest rules.



6. **WRITE** answers on the flipchart.

Checklist Game

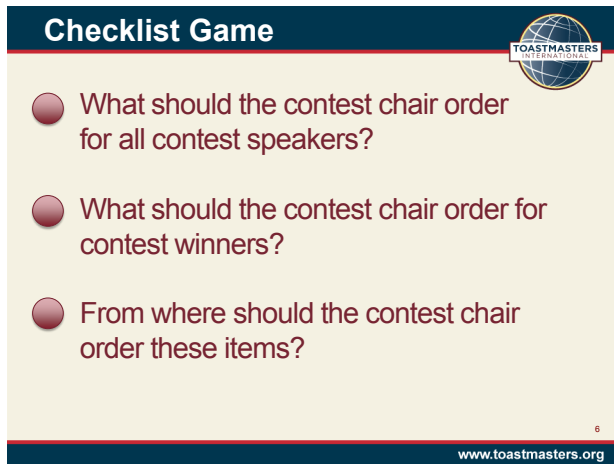
NOTE TO FACILITATOR

The following activity challenges area and division directors to find answers about speech contest preparation.



1. **INSTRUCT** area and division directors to arrange themselves in groups of four.
2. **TELL** area and division directors to refer to the Speech Contest Checklists in the *Speech Contest Rulebook*.
3. **TELL** area and division directors that you are about to show a series of slides with questions. Each group of four should work together to find answers to the question or questions on each slide. You will call the name of the person who first raises a hand, and that person must answer within five seconds. The group who answers the most questions correctly wins.

4. **SHOW** the Checklist Game 1 slide.



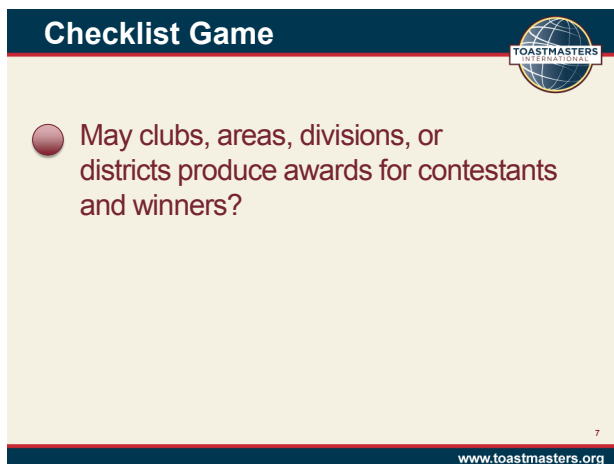
The slide is titled "Checklist Game" and features the Toastmasters International logo in the top right corner. It contains three bullet points, each with a red circular icon:

- What should the contest chair order for all contest speakers?
- What should the contest chair order for contest winners?
- From where should the contest chair order these items?

The slide number "6" and the website "www.toastmasters.org" are visible in the bottom right corner.

5. **TELL** area and division directors that the fifth item on the contest chair's Preparation Checklist states, "Order **certificates of participation** for all contest speakers, and order **trophies** for the winners from **World Headquarters**."

6. **SHOW** the Checklist Game 2 slide.



The slide is titled "Checklist Game" and features the Toastmasters International logo in the top right corner. It contains one bullet point with a red circular icon:

- May clubs, areas, divisions, or districts produce awards for contestants and winners?

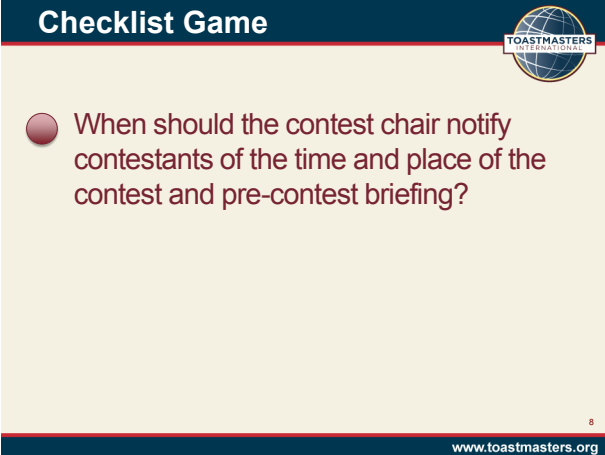
The slide number "7" and the website "www.toastmasters.org" are visible in the bottom right corner.

7. **TELL** area and division directors that the note under the fifth item on the contest chair's Preparation Checklist reminds members that **it is a trademark violation** to put the Toastmasters logo or the words "Toastmasters" or "Toastmasters International" on speech contest awards not purchased from World Headquarters.





8. **SHOW** the Checklist Game 3 slide.



The slide is titled "Checklist Game" and features the Toastmasters International logo in the top right corner. The main content is a single bullet point: "When should the contest chair notify contestants of the time and place of the contest and pre-contest briefing?". The slide number "8" is in the bottom right, and the website "www.toastmasters.org" is in the bottom left.

9. **TELL** area and division directors that the ninth item on the contest chair's Preparation Checklist states, "Notify the contestants of the time and place of the contest and pre-contest briefing **two to six weeks before the contest.**"



10. **SHOW** the Checklist Game 4 slide.



The slide is titled "Checklist Game" and features the Toastmasters International logo in the top right corner. The main content consists of two bullet points: "Where should the chief judge tell the contest judges to sit?" and "Why should the contest judges sit there?". The slide number "9" is in the bottom right, and the website "www.toastmasters.org" is in the bottom left.

11. **TELL** area and division directors that the second item on the chief judge's Judges' Briefing Checklist states, "Instruct contest judges to sit **close to the contest area in case of an outside disturbance or malfunctioning technical system.**"

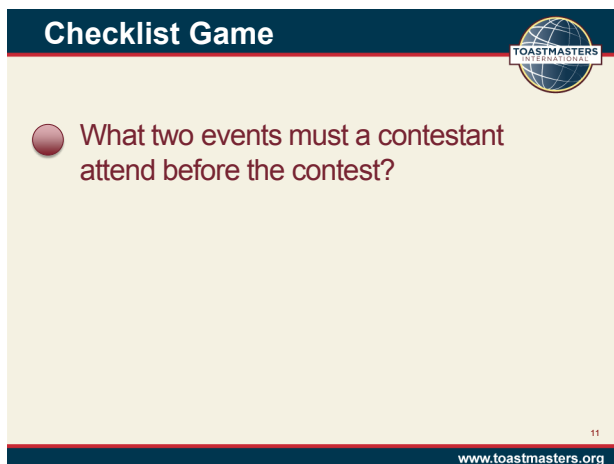
12. **SHOW** the Checklist Game 5 slide.



The slide features a dark blue header with the text "Checklist Game" in white. To the right of the header is the Toastmasters International logo, which consists of a globe and the text "TOASTMASTERS INTERNATIONAL". The main body of the slide is light beige and contains a single bullet point: "What does the chief judge give to the contest chair during the contest?". At the bottom right of the slide, the number "10" is visible, and at the bottom center, the website "www.toastmasters.org" is listed.

13. **TELL** area and division directors that the fifth item on the chief judge's During the Contest Checklist states, "Provides **a list showing placement of all contestants** to the contest chair."

14. **SHOW** the Checklist Game 6 slide.



The slide features a dark blue header with the text "Checklist Game" in white. To the right of the header is the Toastmasters International logo, which consists of a globe and the text "TOASTMASTERS INTERNATIONAL". The main body of the slide is light beige and contains a single bullet point: "What two events must a contestant attend before the contest?". At the bottom right of the slide, the number "11" is visible, and at the bottom center, the website "www.toastmasters.org" is listed.

15. **TELL** area and division directors that the second and fourth items on the contestant's Before the Contest Checklist say to attend the **Contestant's Briefing** and the **Speaker's Rehearsal**.

16. **TELL** area and division directors which of the groups answered the most questions correctly, and congratulate the winning group.





Speech Contest Judges

1. **SHOW** the Speech Contest Judges slide.

Speech Contest Judges

- ▶ Chief judge
 - Selects fair and impartial judges
 - Trains contest officials
 - Prepares contest officials for the role
 - How to use Judge's Guide and Ballot (Item 1172)
 - How to choose a winner without evaluating speakers

www.toastmasters.org

2. **PRESENT**

- ▶ During the planning phase of a speech contest, it is important for the chief judge to choose fair and impartial judges and train contest officials.
- ▶ Issues related to judging arise at lower levels of competition, especially at the area level, because of a lack of training.
- ▶ Many contest judges don't understand their role.
- ▶ The chief judge chooses contest judges and prepares them for the role:
 - ▶ How to use the Judge's Guide and Ballot (Item 1172)
 - ▶ How to choose a winner without evaluating the speeches



3. **ASK**

- ▶ What should a chief judge do to prepare contest judges for their role?
 - ▶ Select contest judges carefully. (Consider experienced members and members from other areas or divisions.)
 - ▶ Ensure contests judges are aware of contest rules, procedures, responsibilities, and duties.
 - ▶ Conduct a judges briefing before every contest.
 - ▶ Review the Judge's Guide and Ballot (Item 1172).
 - ▶ Discuss bias and fairness.
 - ▶ Review the rules.
 - ▶ Conduct training workshops for speech contest judges.
 - ▶ Review Speech Contest Judges Training (Item 1190).
 - ▶ Direct contest judges to online resources, such as www.toastmasters.org/SpeechContestFAQ and the e-learning speech contest module (www.toastmasters.org/tlc).



4. **WRITE** answers on the flipchart.

SPEECH CONTEST RULES

(30 minutes)

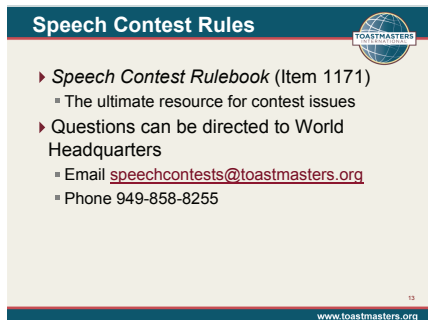
NOTE TO FACILITATOR

The purpose of this section is to prepare area and division directors for their role as a speech contest resource. When contest challenges arise in their areas or divisions, area and division directors must be able to assess the situations and use the *Speech Contest Rulebook* (Item 1171) to address the challenges.

In this section, area and division directors read hypothetical emails that pose a specific speech contest challenge. They assess the situation, and use the *Speech Contest Rulebook* (Item 1171) to help them formulate a reply.

Area and division directors are not expected to know all the speech contest rules. They are expected to locate the tools they need to find answers. After completing this section, area and division directors will be able to recognize and use these tools so they can answer questions and solve challenges.

1. **SHOW** the Speech Contest Rules slide.



The slide is titled "Speech Contest Rules" and features the Toastmasters logo. It contains the following text:

- ▶ *Speech Contest Rulebook* (Item 1171)
 - The ultimate resource for contest issues
- ▶ Questions can be directed to World Headquarters
 - Email speechcontests@toastmasters.org
 - Phone 949-858-8255

www.toastmasters.org

2. **PRESENT**

- ▶ The *Speech Contest Rulebook* (Item 1171) is the ultimate resource for all contest-related issues.
- ▶ World Headquarters clarifies the provisions in the rulebook.
- ▶ The Speech Contests team is available to answer questions by email (speechcontests@toastmasters.org) or by phone (949-858-8255).

3. **PRESENT**

- ▶ The Speech Contest Rulebook divides speech contest rules into the following categories:
 - ▶ Speech Contest Policy
 - ▶ Eligibility
 - ▶ Selection sequence
 - ▶ Speech subject and preparation
 - ▶ General procedure
 - ▶ Timing of the speeches
 - ▶ Protests and disqualifications
 - ▶ Use of props





4. **PRESENT**

- ▶ The rulebook is Toastmasters International protocol and applies to all official Toastmasters speech contests.
- ▶ Modifications to rules are only made once a year through the administrative protocol review process with the approval of the International President and the Executive Director.
- ▶ Contests must originate at the club level and proceed through the area, division (if applicable), and district levels respectively.
- ▶ Speech contest competitors must meet all eligibility requirements as outlined in the rulebook.

Email Scenarios

NOTE TO FACILITATOR

Club officers and other members turn to area and division directors with questions about speech contests. In the following activity, area and division directors assess a hypothetical email, identify the rules that apply to the situation, and formulate a response.



1. **INSTRUCT** area and division directors to arrange themselves in three groups.
2. **TELL** area and division directors that they may refer to the *Speech Contest Rulebook* (Item 1171) and *Speech Contest Judges Training* (Item 1190A) as they work on the following activity.

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3. **INSTRUCT** one of the three groups to spend 20 minutes completing the Email Scenario 1 activity in the Speech Contest Rules section of the participant workbook.

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4. **INSTRUCT** the second of the three groups to spend 20 minutes completing the Email Scenario 2 activity in the Speech Contest Rules section of the participant workbook.

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5. **INSTRUCT** the last of the three groups to spend 20 minutes completing the Email Scenario 3 activity in the Speech Contest Rules section of the participant workbook.

PARTICIPANT WORKBOOK: EMAIL SCENARIOS

Email Scenario 1

Imagine that you were the recipient of the following email.

Dear Division Director,

During a division-level contest, the counters collected the ballots from the judges and proceeded to the counting room. One of the judges realized he made a mistake on his ballot. He wrote the second-place contestant's name incorrectly. He also forgot to sign his ballot. He left the contest room, found the counters, and wanted to correct his ballot sheet.

Questions:

- ▶ Is it correct to discard this ballot sheet because it was not signed when it was collected? Or, is a judge allowed to sign the ballot sheet after it has been collected?
- ▶ Should the ballot be discarded because the second-place contestant's name was spelled incorrectly?
- ▶ Since only the second place contestant's name was wrong, can points still be given to the first- and third-place contestants on the ballot?
- ▶ Could a judge be allowed to change anything after the ballots have been collected by the counters?

Sincerely,

Pat

Compose a reply.

Email Scenario 2

Imagine that you were the recipient of the following email.

Dear Area Director,

I saw a speech this morning that was almost a word-for-word story that is posted on the Internet. Of the seven-minute speech, five minutes were the story, including the conclusion portion of the speech.

The gentleman won. Protest rules read as follows:

7. Protests and Disqualifications
 - A. Protests concerning eligibility and originality are limited to judges and contestants. Any protest shall be lodged with the chief judge and/or contest chair prior to the announcement of the winner and alternate(s).
 - B. Before a contestant can be disqualified on the basis of originality, the contestant must be given an opportunity to respond to the judges. A majority of the judges must concur in the decision to disqualify.
 - C. The contest chair can disqualify a contestant on the basis of eligibility.
 - D. All decisions of the judges and qualifying judges are final.

While there is a guideline for the specific contest, which took place at the area level, what about this individual moving forward? Can he be disqualified because his speech was not original?

With great concern,

Chris

Compose a reply.

Email Scenario 3

Imagine that you were the recipient of the following email.

Dear Division Director,

What I am about to say is said without prejudice; I had never met or heard of our division's International Speech Contest winner until I competed against him last Saturday.

After the contest, someone told me the winner was not the average Toastmaster "amateur." I subsequently found his website and learned that he is a professional speaker. He is a member of a professional speakers' association, has his own website, sells his own CDs and books, and charges \$5000 for keynote speeches!

In short, the other six "amateurs" were competing with a professional, someone who makes a living from inspirational speeches and entertainment. The other contestants stood about as much chance of winning as I would if I played tennis against a professional tennis player.

Certainly, the experience of competing, in itself, is of great value, but I think a level playing field is needed for fairness. I believe this matter should be addressed.

Loren

Compose a reply.

20 minutes



6. **TIME** 20 minutes.

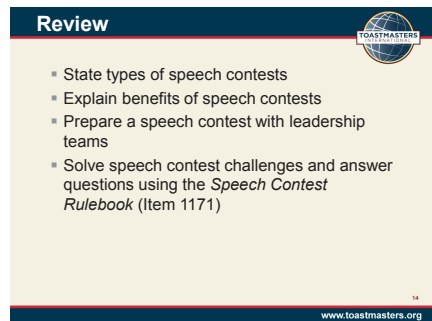
7. **INSTRUCT** one person from the first group to read aloud Email Scenario 1 and the group's reply.

8. **INSTRUCT** one person from the second group to read aloud Email Scenario 2 and the group's reply.

9. **INSTRUCT** one person from the last group to read aloud Email Scenario 3 and the group's reply.

CONCLUSION

1. **SHOW** the Review slide.

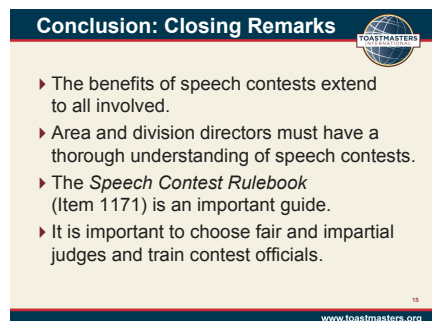


The slide is titled "Review" and features the Toastmasters International logo in the top right corner. It contains a bulleted list of four items: "State types of speech contests", "Explain benefits of speech contests", "Prepare a speech contest with leadership teams", and "Solve speech contest challenges and answer questions using the *Speech Contest Rulebook* (Item 1171)". The slide number "14" is in the bottom right, and the website "www.toastmasters.org" is at the bottom.

2. **PRESENT** the session objectives:

- ▶ State the types of speech contests officially recognized by Toastmasters International
- ▶ Explain how speech contests benefit contestants, the audience, and those who help conduct the contests
- ▶ Prepare a speech contest with their teams
- ▶ Solve speech contest challenges and answer questions using the *Speech Contest Rulebook* (Item 1171)

3. **SHOW** the Conclusion: Closing Remarks slide.



The slide is titled "Conclusion: Closing Remarks" and features the Toastmasters International logo in the top right corner. It contains a bulleted list of four items: "The benefits of speech contests extend to all involved.", "Area and division directors must have a thorough understanding of speech contests.", "The *Speech Contest Rulebook* (Item 1171) is an important guide.", and "It is important to choose fair and impartial judges and train contest officials." The slide number "15" is in the bottom right, and the website "www.toastmasters.org" is at the bottom.



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5 minutes



4. **PRESENT**

- ▶ The benefits of speech contests extend to the participants, audience, and those conducting the contests.
- ▶ Because club officers depend on area and division directors to answer questions about speech contests, it is important for area and division directors to have a thorough understanding of how speech contests work and where to find answers when questions arise.
- ▶ The *Speech Contest Rulebook* (Item 1171) is an important guide when planning area and division speech contests.
- ▶ During the planning phase of a speech contest, it is important to choose fair and impartial judges and train contest officials.
- ▶ Issues related to judging arise at lower levels of competition, especially at the area level, because of a lack of training.
- ▶ Area and division directors are not expected to know all the speech contest rules. They are expected to locate the tools they need to answer questions and solve challenges.

5. **INSTRUCT** area and division directors to spend five minutes completing the evaluation in the participant workbook.

6. **TIME** five minutes.