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Training for Public Speaking as a Small Business Venture

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Companies, organizations and government entities hire good public speakers for seminars, conventions and other events. Training and experience is essential.



One business venture that potential business owners often miss is public motivational speaking.

A dynamic motivational speaker for dementia seminars from Illinois, Dee Mayfield inspires family and professional caregivers the art of communicating and understanding persons with memory loss. Dee is a Certified Dementia Practitioner (CDP) and authorized trainer for the National Council of Certified Dementia Practitioners. In addition, she is a certified trainer of the Techniques for Intervention Procedures program with Health Communications, Inc.

Mayfield motivates business audiences with enthusiasm, stories, props, surprises and audience participation. She uses the skills, experience and training that she has acquired to:

- teach business staff, teachers, caregivers, and students how to care for self and others,
- deal with and handle difficult people and life situations,
- communicate and have fun in business, in care giving, or in any venture.

Training as a Public Speaker or Seminar Trainer Requires:

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- training in speech organizational skills,
- abilities to write effective speech copy,
- how to research the audience,
- how to project voice,
- how to present the material,
- and knowledge of handling diverse situations.

Holding an Audience

Being effective in grabbing the audience attention and holding them in that mode for at least an hour takes special skills. Mayfield's seminars last for about seven hours with a few short breaks and lunch. It is not enough to be a fluent speaker. Keeping an audience focused requires excitement and the ability to present with sharp and to the point messages.

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Training as a Public Speaker or Seminar Trainer

While practicing professional delivery of a business message, an effective speaker should understand the tone of oral communication. Quality training is needed in improving the basic quality of the voice and developing methods for using the voice effectively.

Delivering the Care Giving or Business Message

Speech training is important for learning how to project, when to speed up and slow down, what to emphasize and when and how to acquire feedback from the audience is important in delivering a dynamic training or business presentation.

Persuade the Audience

To gain trust from an audience, the public speaker must have and present accurate and extensive knowledge of the material. To be convincing and able to persuade others, the speaker must believe in the message and show sincerity in both verbal and non-verbal presentation.

Using Humor in Speech

Using levity helps an audience and the public speaker to be relaxed. It is fun and helps to keep the audience focused. However, the jokes and fun should not detract from the sincere meaning of the message. A successful public speaker or seminar trainer is one who learns and uses the proper techniques.

A successful public speaker or seminar trainer is one who learns and uses the proper techniques.

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References:

[10 Tips for Public Speaking-Toastmasters International](#)

[National Council of Certified Dementia Practitioners](#)

Email Dee Mayfield, public speaker and seminar trainer at dementia.seminar@yahoo.com

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