

**DESIGN A WINNING EVALUATION (BY THE BALLOT)**

Speaker	Where Speaker Is Located	Title	Topic: Audience, Credibility
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Objective: Educate (Inform), Entertain (Humour), Inspire (Motivate), Persuade (Move to Action)

Title, Opening, Purpose (I-U-4Me)

Preparation, Organization, Use of Notes

Body of the Speech, Structure, Support Material, Credibility, Transitions

Conclusion, Call to Action

What You Say 7%; How You Say It 38%; Non Verbal 55%; Connect Using the 5 Senses: Hear, See, Touch, Taste, Smell

Eyes (See)	Poise, Eye Contact, Facial Expressions, Animation, Posture, Props, Costume				
Ears (Hear)	Voice Control, Projection, Rate, Tone, Pace, Pauses, Language, Accents, Dialogue, Word Pictures Rich Images				
Hands	Use of Floor, Movement Gestures				
Heart (Feel)	Memorable, Highlights, Humor, Emotional Connection, Anecdotes, Originality, Credibility, Audience Reception, Achievement of Purpose, Message Relates(What's In It For Us)				
Sum UP	Topic, Preparation, Value, Impact	Liked	Loved	Point To Grow On	Loved Most