

Session 4: Conduct Quality Speech Contests

# Division and Area Director Training

**Facilitator Guide**





**TOASTMASTERS INTERNATIONAL**  
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# Missions, Values, and Promises

## Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

## District Mission

We build new clubs and support all clubs in achieving excellence.

## Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

## Toastmasters International Core Values

### Integrity

We match our actions with our words, demonstrate honesty and trustworthiness, communicate with sincerity and thoughtfulness, have the courage to acknowledge our mistakes, and always strive to do the right thing.

### Service

We strive to provide high-value, exceptional support by being responsive, attentive, and passionate in fulfilling our duties as individuals and as an organization to all.

### Respect

We treat all with dignity, welcome diverse perspectives, acknowledge all contributions, believe that all have positive intent, practice mutual accountability, and critique but never demean.

### Excellence

We consistently strive to meet or exceed expectations by upholding the Toastmasters Promise, nurturing a collaborative environment, innovating to deliver creative solutions, and optimizing quality to produce superior service.

## A Toastmaster's Promise

As a member of Toastmasters International and my club, I promise:

- ▶ To attend club meetings regularly
- ▶ To prepare all of my projects to the best of my ability, basing them on the Toastmasters education program
- ▶ To prepare for and fulfill meeting assignments
- ▶ To provide fellow members with helpful, constructive evaluations
- ▶ To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- ▶ To serve my club as an officer when called upon to do so
- ▶ To treat my fellow club members and our guests with respect and courtesy
- ▶ To bring guests to club meetings so they can see the benefits Toastmasters membership offers
- ▶ To adhere to the guidelines and rules for all Toastmasters education and recognition programs
- ▶ To act within Toastmasters' core values of integrity, respect, service, and excellence during the conduct of all Toastmasters activities

## Toastmasters International Envisioned Future

Toastmasters is a thriving and diverse global community. We enhance the personal lives and careers of individuals, enabling them to positively impact their communities. We empower people to develop communication and leadership skills through a welcoming, high-quality, experiential learning environment, resulting in greater self-confidence and personal growth.

# Session 4: Conduct Quality Speech Contests

Area Directors oversee Area speech contests, and Division Directors oversee Division speech contests. When Division and Area Directors have a good understanding of the contest process, rules, and resources, the contests' quality is enhanced. The roles that Division and Area Directors play in speech contests vary by District. In this session, participants learn how to find answers about contests using the *Speech Contest Rulebook* and discover other resources so that they are equipped to oversee speech contests in their Divisions and Areas.

## 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, participants 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*

## Materials

- ▶ Flipchart
- ▶ Markers
- ▶ PowerPoint presentation
- ▶ One *Speech Contest Judges Training* per participant
- ▶ One *Speech Contest Rulebook* per participant

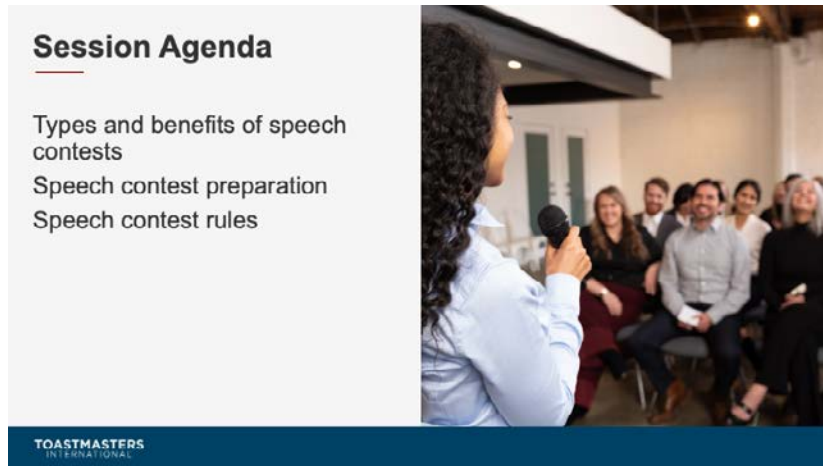
## Duration

- ▶ One hour and 15 minutes



## Introduction

1. **Show** the Session Agenda slide.

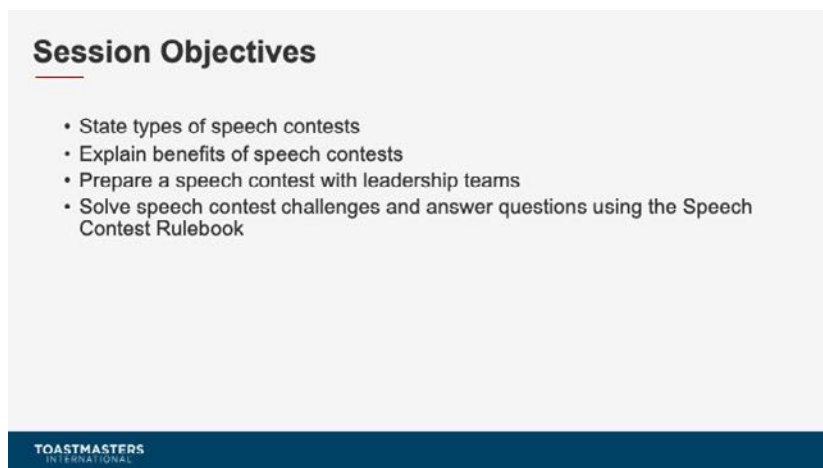


The slide is titled "Session Agenda" and lists three topics: "Types and benefits of speech contests", "Speech contest preparation", and "Speech contest rules". It features a photograph of a woman in a light blue shirt speaking into a microphone to a seated audience. The Toastmasters International logo is at the bottom.

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



3. **Show** the Session Objectives slide.



The slide is titled "Session Objectives" and lists four bullet points: "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". It features the Toastmasters International logo at the bottom.

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*

## Types and Benefits of Speech Contests

(5 minutes)

### Note to Facilitator

The purpose of this section is to give Division and Area 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 Divisions and Areas, it is important that the Division and Area Directors can describe the value of speech contests and the types of contests recognized by Toastmasters.

In this section, participants 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, participants 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.

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1. **Tell** participants 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.

### Types of Speech Contests

- International
- Evaluation
- Humorous
- Table Topics™
- Tall Tales
- Taped (for members of Undistricted clubs and for Provisional Districts)

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#### 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)



#### 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.

### **Speech Contests Resources for Clubs**

- Division and Area Directors are resources for club officers' speech contest questions
- Division and Area Directors should have a thorough understanding of speech contests

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#### 9. **Present**

- ▶ Division and Area Directors' involvement in speech contests vary by District.
- ▶ In all Districts, club officers depend on Division and Area Directors as the first resource for answers to questions about speech contests.
- ▶ Therefore, it is important for Division and Area 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 Division and Area Directors with the tasks and materials involved in delivering a successful speech contest. Because Division and Area Directors oversee Division and Area speech contests, it is important that they know the steps and resources involved in preparing the contests.

Since the Division and Area Directors' involvement in speech contests varies by District, the information in this section is general in nature.

In this section, participants find answers to questions about speech contest preparation in the Speech Contest Checklists section of the *Speech Contest Rulebook*.

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



1. **Show** the District Requirements slide.

### District Requirements

- Districts must hold the International Speech Contest every year.
- Districts are allowed to hold up to three additional contests per year.

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2. **Tell** participants 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



#### 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 Division and Area 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 Division and Area Directors to find answers about speech contest preparation.



1. **Instruct** participants to arrange themselves in groups of four.
2. **Tell** participants to refer to the Speech Contest Checklists in the *Speech Contest Rulebook*.
3. **Tell** participants 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.

**Checklist Game**

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

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5. **Tell** participants 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.

**Checklist Game**

- May clubs, Areas, Divisions, or Districts produce award for contestants and winners?

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7. **Tell** participants 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.

**Checklist Game**

- When should the contest chair notify contestants of the time and place of the contest and pre-contest briefing?

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9. **Tell** participants 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.

**Checklist Game**

- Where should the chief judge tell the contest judges to sit?
- Why should the contest judges sit there?

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11. **Tell** participants 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.

**Checklist Game**

- What does the chief judge give to the contest chair during the contest?

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13. **Tell** participants 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.

**Checklist Game**

- What two events must a contestant attend before the contest?

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15. **Tell** participants 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** participants 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
    - How to choose a winner without evaluating speakers

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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
  - 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.
  - Discuss bias and fairness.
  - Review the rules.
  - Conduct training workshops for speech contest judges.
  - Review Speech Contest Judges Training.
  - Direct contest judges to online resources, such as [www.toastmasters.org/SpeechContestFAQ](http://www.toastmasters.org/SpeechContestFAQ) and the e-learning speech contest module (<https://www.toastmasters.org/resources/speech-contests>).



4. **Write** answers on the flipchart.

## Speech Contest Rules

(30 minutes)

### Note to Facilitator

The purpose of this section is to prepare Division and Area Directors for their role as a speech contest resource. When contest challenges arise in their Divisions and Areas, Division and Area Directors must be able to assess the situations and use the *Speech Contest Rulebook* to address the challenges.

In this section, participants read hypothetical emails that pose a specific speech contest challenge. They assess the situation, and use the *Speech Contest Rulebook* to help them formulate a reply.

Division and Area 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, participants 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 content is displayed within a light gray rectangular area. At the top, the title 'Speech Contest Rules' is underlined. Below the title, there are two main bullet points. The first bullet point is 'Speech Contest Rulebook', which has a sub-bullet point: 'The ultimate resource for contest issues.' The second bullet point is 'Questions can be directed to World Headquarters', which has a sub-bullet point: 'Email [speechcontests@toastmasters.org](mailto:speechcontests@toastmasters.org)'. At the bottom of the slide, there is a dark blue footer with the 'TOASTMASTERS INTERNATIONAL' logo.

2. **Present**

- ▶ The *Speech Contest Rulebook* 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](mailto:speechcontests@toastmasters.org)) or by phone.



### 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 Division and Area Directors with questions about speech contests. In the following activity, participants assess a hypothetical email, identify the rules that apply to the situation, and formulate a response.



1. **Instruct** participants to arrange themselves in three groups.
2. **Tell** participants that they may refer to the *Speech Contest Rulebook* and *Speech Contest Judges Training* 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.

**Conclusion: Closing Remarks**

- The benefits of speech contests extend to all involved.
- Division and Area Directors must have a thorough understanding of speech contests.
- The Speech Contest Rulebook is an important guide.
- It is important to choose fair and impartial judges and train contest officials.

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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*



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

**Review**

- 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

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#### 4. **Present**

- ▶ The benefits of speech contests extend to the participants, audience, and those conducting the contests.
- ▶ Because club officers depend on Division and Area Directors to answer questions about speech contests, it is important for Division and Area Directors to have a thorough understanding of how speech contests work and where to find answers when questions arise.
- ▶ The *Speech Contest Rulebook* is an important guide when planning Division and Area 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.
- ▶ Division and Area 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.

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5. **Instruct** participants to spend five minutes completing the evaluation in the participant workbook.

5  
minutes



6. **Time** five minutes.



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