



# ASC Speech Construction Guidance

Structure	Content	Advice
<b>Purpose</b>	How do you want your audience to change because of your presentation?	Be as specific as you can possibly be in answering this question.
<b>Title</b>	Can be descriptive, challenging, curiosity building, questioning... really anything!	Whether announced by a host or on a presentation screen the title should create a desire to learn more from the speaker.
<b>Introduction</b>	<ol style="list-style-type: none"> <li>1. Arresting opening</li> <li>2. Indication of purpose</li> <li>3. Outline of argument</li> </ol>	Just enough information and justification of why you are taking up their time to get them onside... then get into your speech!
<b>Body</b>	Three main points each with their own introduction, body, and conclusion. Make the sentences at the start and end of each point different in style and delivery to signpost progression.	A thesis structured like this provides waypoints for your audience as you take them on the journey. It also reminds them that you are arriving at a destination = purpose!
<b>Conclusion</b>	<ol style="list-style-type: none"> <li>1. Summary of argument</li> <li>2. Draw out a learning point or introduce maximum of one new point related to your core argument</li> <li>3. End on a prepared sentence</li> </ol>	Brevity is clarity! No one has ever said – “I wish that speech could have gone on a bit longer!” Edit as much as you can to distil your desired audience “take-aways” delivered at a time when they will be highly attentive.