**Speaking on Special Occasions - Chapter 18**

The different types of speeches used for special occasions include speeches of:

* Introduction
* Presentation
* Acceptance
* Commemoration
* After-dinner

**Speech of Introduction** introduces the main speaker to the audience.

Even though the audience may know this person and are there to hear him/her speak, you have to form an introduction that will reinforce the knowledge the audience has and perhaps reveal new information.

Attributes of the speech:

1. They’re not there to hear you speak; they’re in the audience to hear the main speaker, so keep it simple.
2. You want to make sure that everything you say in the introduction is accurate, so you need to verify your information. This includes the correct pronunciation of the speaker. If you were to have difficulty with it, then write it out phonetically and practice so that you can correctly accomplish the task.
3. Adapt the introduction to the occasion. Is it a business presentation? Is it a national conference? Is it an awards banquet? The occasion has to be considered to develop the correct tone for the audience.
4. Build anticipation for the speaker. Even though everyone knows who is going to speak, you should set the stage for the speaker. Essentially, you’re warming the audience. Start the fire, so that the main speaker enters on a high note. This allows the speaker’s opening to have even greater impact.

**Speech of Presentation** acknowledges the recipient of a gift award or honor.

Someone will have written a bio representing the reasons for this person’s nomination for the award. It should be delivered with sufficient earnestness and relevance to confirm his/her selection for the award. Essentially you are answering the question as to why this individual reserves the award.

**Speech of Acceptance** offers gratitude for the award, gift or recognition.

Now that they have received the award, they are going to thank the presenting organization for the honor that they are bestowing on them.

You’ve seen this on any number of award shows. The winner gets a window of time to humbly acknowledge the awarding institution and those people who have helped them in their career or endeavor. Sometimes, the winner will take the opportunity to make a political speech, given the size of the TV audience, but most of the time they will stay on track and simply be brief and gracious about their award.

**Nelson Mandela:** <http://www.nobelprize.org/mediaplayer/index.php?id=1855>

**Speech of Commemoration** pays tribute to a person, group, institution or idea.

Attributes of the speech:

1. Inspire the audience about the subject of the tribute.
2. Heighten their appreciation for the subject, so that they recognize the significance of their work or meaning in the life of the speaker.
3. Adjust the content and delivery to fit the situation. A common example might be the number of speakers and thus the time allotted to each. You may have enough for a twenty minute speech but only enough time to afford ten minutes of comment.
4. Use language creatively to accomplish the task and suit the audience.

When used in a class, students will generally pay tribute to family members. The challenge is presenting without losing control. On many occasions when students have given this speech, they have found it difficult to complete because the emotional context of the speech is significant. You will inspire the audience, but you need to have the wherewithal to finish.

**President Reagan** pays tribute to the Challenger astronauts. <http://www.youtube.com/watch?v=gEjXjfxoNXM>

**After-dinner Speech** entertains the audience while making a thoughtful point about the subject in a lighthearted manner.

After eating, many guests are ready for their nap or simply ready to go home, so you try to bring this evening to a close on a high note. Make a relevant point, but be sure to send them on their way with good feelings about the event.

**Alfie Moore**: <http://www.youtube.com/watch?v=vZffffmNR5g>