



TOASTMASTERS
INTERNATIONAL®

Conducting Quality

Speech Contests



AREA
&
DIVISION
GOVERNORS

The Mission of the District

The Mission of the District is to enhance the performance and extend the networks of Clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- ▶ Focusing on the critical success factors as specified by the District educational goals and membership goals.
- ▶ Insuring that each Club effectively fulfills its responsibilities to its members.
- ▶ Providing effective training and leadership development opportunities for Club and District officers.



TOASTMASTERS INTERNATIONAL®

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Introduction:

Training Area and Division Governors . . .

A Vital District Function

The Club is the heart of the Toastmasters program. It provides the environment and support members need to develop their communication and leadership skills.

Featured within the Toastmasters organization are additional levels of assistance which provide support to Clubs. The primary function of Districts, for example, is to help Clubs in their efforts. Area Governors work for the Districts by taking responsibility for the well-being and activities of all Clubs assigned to their Areas. As District officers, Division Governors strengthen this network by offering support and guidance to Area Governors. Effective Area Governors encourage the health and growth of Clubs and insure the success of their Divisions.

The purpose of this Area and Division training program is to explain the roles of both Area and Division Governor as they relate to staging successful speech contests. This training program is your comprehensive guide for preparing and presenting effective Area Governor and/or Division Governor contest training sessions. The fundamentals for producing a successful speech contest are provided in these pages, but since the responsibilities of Area Governors and Division Governors may vary from District to District, the program may be modified by each District as necessary.

Training should equip both Area and Division Governors with the skills and competencies needed to successfully serve Clubs and members when producing a speech contest. After training, Area and Division Governors should:

- ▶ understand the reasons for holding a speech contest;
- ▶ be able to plan a speech contest;
- ▶ be aware of available tools that will assist in a speech contest's production; and
- ▶ be aware of potential conflicts that can arise before, during, or after a speech contest, and how to avoid or resolve them.

The cornerstone of a good training session is preparation. To do a good job, the presenter of a Division Governor training session must be familiar with the District Leadership Handbook (Catalog No. 222) and, if training Area Governors, the Area Leadership Handbook (Catalog No. 221). Take time to review these handbooks, then study the training program thoroughly. Don't forget to inject your own personality and experiences to create a session that is educational, enjoyable, and motivational.

Helpful tips that will assist you in preparing for this training session are provided in Part I. Part II covers the essential points of the session in script format. Parts III and IV provide you with visual aids and handouts.

Remember, training is not finished when this particular training session ends. It's a process that continues throughout an officer's term. Inform your trainees that if any questions arise during their year in office, the District Governor, Lt. Governor Education and Training and Lt. Governor Marketing are available to help.

Part I: Foundations for a Successful Training Session

KEEP TRAINING FOCUSED ON THE DISTRICT MISSION

Achievement of the District Mission requires that Districts successfully train Division and Area Governors. Toastmasters International publishes several training programs for Division and Area Governors covering the fundamentals these volunteer leaders need to be successful. Every District is provided several copies of these training programs. The programs are in a modular format and are flexible, yet focused. Each training program also emphasizes an adult learning approach by allowing for discussion and offering practical exercises and case studies.

All Division and Area Governor training must incorporate the core content of the training programs published by Toastmasters International. Here is a description:

Achieve Success Standards (Catalog No. 218-A). This program covers Area and Division Governor Standards and the Distinguished Division, Area, and Club Programs.

Maintain Strong Clubs (Catalog No. 218-B). Fundamental to keeping Clubs and having a net Club gain is building membership. This module addresses building membership and effective Area-Club visits.

Build New Clubs (Catalog No. 218-C). To become a President's Distinguished Division or President's Distinguished Area requires a net gain of one Club. To be a Distinguished Division requires no Club loss. This module teaches District Officers the basics of Club building.

Build a Successful Team (Catalog No. 218-D). Successful Division and Area Governors achieve their goals by involving others. This module teaches officers how to build a team and how to effectively use Division and Area Councils.

Conduct Quality Contests (Catalog No. 218-E). Although not a top District priority, speech contests are important interclub events. The Area speech contest is probably the one District event in which most clubs participate. This program provides instruction, exercises, and a checklist to ensure that contests run smoothly.

Initial Division and Area Governor training must be a minimum of four hours. Division and Area Governors should be trained together in a central location. Geographically large Districts may train Area Governors by Divisions or group Divisions together. One-to-one training is time consuming and should rarely occur.

FIVE STEPS FOR PLANNING A SUCCESSFUL DIVISION AND AREA GOVERNOR TRAINING PROGRAM

1. PREPARE THE TRAINING AGENDA.

The core content of training must incorporate the Division and Area Governor training programs published by Toastmasters International. Initial training must be at least four hours to ensure that Area and Division Governors receive an adequate foundation. A sample training agenda is provided at the end of this section.

2. OBTAIN AND PREPARE MATERIALS.

- ▶ PowerPoint slides are available at www.toastmasters.org or you can prepare overhead transparencies using the master copies found in Part III of each training program. If a flip chart will be used to replace the slides, prepare in advance: write the information on every other flip chart page, using a marking pen and making sure all letters are large enough to be clearly visible to participants. Tips for effectively using visual aids are also included in Part III.
- ▶ Duplicate the handouts in Part IV of each training program, along with any additional handouts you will distribute.
- ▶ Assemble other reference materials. These may be available from the District, or you can order them through the Toastmasters International Supply Catalog. (Be sure to allow adequate time for shipping.)

3. SELECT TRAINERS.

Select the best possible trainers, those who you know will do a good job, be enthusiastic, and be able to motivate participants. Notify the presenters well in advance and keep them posted. After selecting the trainers, provide them with session materials.

4. COORDINATE THE LOGISTICS OF THE SESSION.

- ▶ Select a date that does not conflict with important local events.
- ▶ Plan for enough time to complete your agenda. A minimum of four to six hours is suggested for completing all five of the Division and Area Governor training programs.
- ▶ Select and *secure* a location and facility which will provide a suitable training environment.
- ▶ Arrange for proper setup of tables, seating, and equipment. See suggested room layout in the section titled, "The Training Environment."

5. PROMOTE HEAVILY TO ENSURE ATTENDANCE.

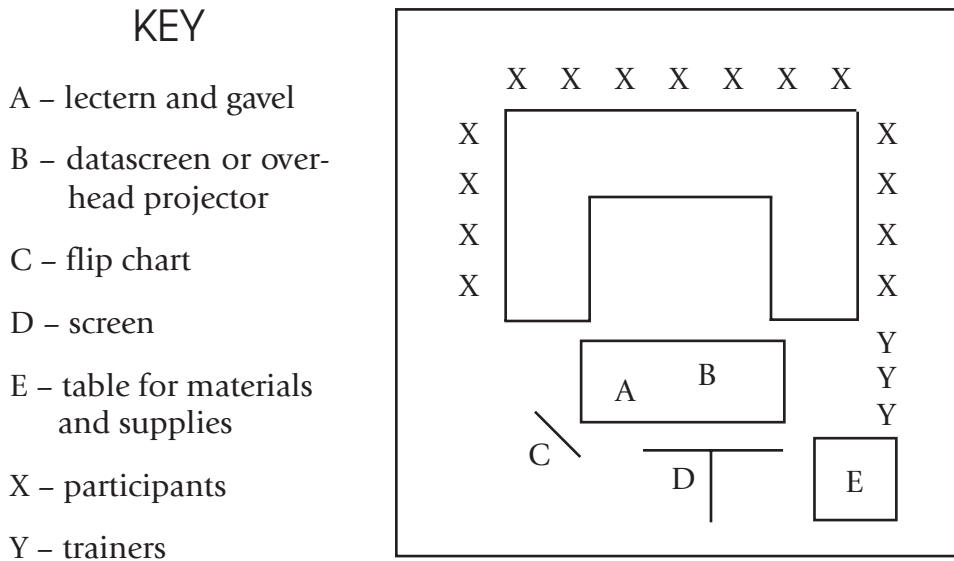
Invite and urge all Area and/or Division Governors to attend the training session, using all available media (District, Division, and Club newsletters, fliers, etc.). Promote early, then follow up by telephone. Your goal should be to maximize attendance, and this

requires a heavy promotion effort. Emphasize how this training will help make Division and Area Governors more effective.

THE TRAINING ENVIRONMENT

A satisfactory physical environment is essential for an effective training session. Arrange, in advance, for the meeting room to be properly set up. You will need a room large enough to comfortably seat the attending officers. Ideally, it should have space in the back for coffee breaks and sufficient room in front to accommodate your audiovisual equipment and a work table for materials and supplies. Make arrangements for a datascreen or overhead projector and screen (including a spare bulb and extension cord).

The chart below illustrates an ideal physical setting for a District leader training session.



Upon arrival, check the room temperature. (Nothing is worse than a room that is too hot or too cold; whenever participants are uncomfortable, it's difficult for them to focus on the presentation.) Lastly, make it a practice to greet participants as they arrive, and, time permitting, chat with them.

HOW TO USE THE PROGRAM OUTLINE

The Training Program format is simple to use, but it requires considerable preparation. It's designed to allow presenters the opportunity to be flexible and creative. However, it also provides structure so that the important elements of the program are emphasized.

Notice how the training outline is structured. **The total time for this session is 45 to 60 minutes.** Careful attention to time is essential. Interspersed through the outline are

boxed segments. These are explicit explanations and guidelines for conducting group exercises and portions of the presentation material. In the right-hand column are keys to visual aids and handouts, as well as space for you to make notations. Most of all, it's important to be flexible, since slight differences may exist between your District's practices and the information in this program. Therefore, using the framework presented, you will need to spend time reviewing and adapting this program to your District's needs.

Part II provides a training script. In presenting this material, *do not read the script word for word*. Instead, become thoroughly familiar with each topic, then paraphrase and embellish it to suit your individual presentation style. In preparing for your training session, keep two things in mind. First, fit your planned discussion to the time allocation for each subject. Second, allow ample time for group discussion and participation.

Part III of this booklet contains the basic visual aids for the program. Each slide is designated in the right hand column as "SLIDE #__" in the outline. If you do not have access to the PowerPoint file, a laptop computer and datascreen projector, then it is recommended that you reproduce these visuals on a transparency for use with an overhead projector. If this isn't possible, copy them onto a flip chart prior to the session.

CHECKLIST FOR TRAINING

- ___ Meeting facility selected and secured.
- ___ All participants notified.
- ___ Follow-up phone calls made to each officer.
- ___ Training assistants appointed.
- ___ Visual aids prepared.
- ___ Handouts reproduced.
- ___ Room arranged and properly equipped.
- ___ Refreshments ordered.
- ___ Supplies and reference materials on hand.
- ___ Projector available, with spare bulb and extension cord.
- ___ Flip chart and easel available, along with marking pens.
- ___ Notepads and pencils available for each participant.

SAMPLE TRAINING AGENDA FOR DIVISION AND AREA GOVERNORS

Initial training must be a minimum of four hours to ensure the officers have a solid foundation to do their jobs. This full-day agenda may be modified to a six-hour or four-hour length. However, these Division and Area Governor training programs must be part of any initial training: *Achieve Success Standards* (Catalog No. 218-A), *Maintain Strong Clubs* (Catalog No. 218-B), *Build New Clubs* (Catalog No. 218-C), *Build a Successful Team* (Catalog No. 218-D). If necessary, *Conduct Quality Contests* (Catalog No. 218-E) can be conducted later, but before speech contests begin.

8:00 a.m.	Registration
8:30 a.m.	Welcoming Remarks
8:45 a.m.	<i>Achieve Success Standards</i>
9:45 a.m.	Break
10:00 a.m.	<i>Maintain Strong Clubs</i>
11:00 a.m.	<i>Build New Clubs</i>
12:00 p.m.	Working Lunch *
1:15 p.m.	Break
1:30 p.m.	<i>Build a Successful Team</i>
2:30 p.m.	<i>Conduct Quality Contests</i>
3:30 p.m.	Break
3:45 p.m.	Self-Assessment*
4:45 p.m.	Closing Remarks
5:00 p.m.	Adjourn

* During luncheon, you can cover some other topics related to achieving the District, such as the achieving the District's four critical success factors, the Distinguished District Program goals for Club growth, membership growth, CTMs and ATMs. Toward the end of the training session, the District can conduct a group exercise and distribute the self-assessment tool contained at the end of this section (Part I). Participants can answer the questions and discuss their answers with trainers and peers. This can ensure that trainees have a clearer understanding of the role of the District and their roles in the success of the District and their own success.

Division Governor and Area Governor training is ongoing. Training should be part of every District event, particularly District Executive Committee meetings. Here are some suggestions which can be covered as part of the initial training and ongoing training during the year:

- ▶ **Area Governor Breakout Session.** Area Governors meet together and brainstorm/discuss ideas for achieving Distinguished Area or better.

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- ▶ **Area/Division Goal Setting.** Division Governors meet with Area Governors. Review and discuss strategies for achieving Distinguished Division and Distinguished Area goals.
 - ▶ **District Governor Motivational Session and Overview**
 - District Mission/Goals (Critical Success Factors)
 - Meaning of achieving Distinguished District, Division, Area, Club
 - Criteria for Area Governor/Division Governor of the Year
 - ▶ **Brainstorm Club Leads.** Generate prospect ideas for building new Clubs in communities and corporations so that every Division/Area has a net growth of at least one Club and achieves President's Distinguished Division/Area
 - ▶ **Question & Answer Session.** Open discussion focusing on critical issues related to Distinguished District/Division/Area Programs, helping Clubs increase membership, rebuilding weak Clubs, building Clubs, making Area-Club visits.
 - ▶ **Successful Past Area Governors Panel.** Successful Past Area Governors share experiences and techniques for achieving goals and answer questions from trainees.
 - ▶ **Role Play Club Visits.** Practice making effective, service-oriented visits to Clubs.

EVALUATION AND FOLLOW-UP

- A. **Self-Assessment Questionnaire** – Toward the end of the training session, distribute the questionnaire on the following pages. Ask participants to complete the questionnaire and take time to discuss responses and answer any other questions or concerns.
- B. **Session Leaders** – Ask the participants to fill out an evaluation form at the end of the entire session. Alter materials as needed based on the feedback you receive.
- C. **District Application** – Evaluate trainees' use of materials. Be sure to follow up with Area and/or Division Governors throughout their term. Keep in mind that learning is a continuous process.
- D. **Refresher Sessions** – Hold formal or informal review sessions as frequently as possible.

AREA GOVERNOR AND DIVISION GOVERNOR TRAINING SELF-ASSESSMENT QUESTIONNAIRE

The following questions can help you assess your understanding of your role as a District officer. Answer the questions as best as you can and discuss your answers with your trainers and peers. If you are unsure of the answer to a question, speak with your trainers and/or fellow District officers.

DISTRICT SUCCESS

Our entire District team's success is measured by its performance in the Distinguished District Program. What are the four goals the District needs to achieve to be successful and be recognized as a Distinguished District?

AREA AND DIVISION SUCCESS

What goals must my Area and Division achieve in order to be a President's Distinguished Area or a President's Distinguished Division?

How will my performance be measured?

What are my primary responsibilities as an Area Governor or Division Governor?

Where can I build a Club or help the District identify a prospect for a new Club?

Where can I get the resources to build a Club in my Area or Division?

Who is on my Area/Division Council and how often should we meet?

CLUB SERVICE AND SUPPORT

Club success is measured by performance in the Distinguished Club Program (DCP). What are the 10 goals in the DCP?

How can I help the Clubs in my Area/Division become Distinguished Clubs?

How do I ensure that the Club officers in my Area/Division attend Club officer training?

How many Clubs are in my Area/Division?

How many Club visits must an Area Governor perform and what are the deadlines for making these visits?

How often should an Area Governor contact Club Presidents?

What are the names of the Club Presidents in my Area?

OTHER

What are my responsibilities regarding speech contests?

Part II: Presentation of the Training Session: Conduct Successful Area and Division Speech Contests

PRESENTER: You may wish to open your program with some brief remarks in your own words. But remember, now and throughout the seminar, time is precious and must be carefully controlled.

As the Area Governor or Division Governor, you are also Chairman of Area Speech Contests or Division Speech Contests, and are responsible for organizing and conducting these contests. Before we proceed, let's briefly review what we want you to take away from this session:

- ▶ Put speech contests in perspective. We want all the contests for which you are responsible to be successful. However, these events are not your most important priority.
- ▶ Purposes of speech contests and keys to conducting contests. We want you to be successful and know how to conduct excellent contests.
- ▶ Contestant eligibility. We want to help you avoid any problems with who can and cannot compete.
- ▶ Steps to quality judging. We want to discuss how you can ensure good judging in the contests for which you are responsible.
- ▶ Case studies. We'll review some real-life situations that you may face.

KEEP YOUR PRIORITIES STRAIGHT

Speech contests can be fun and exciting to plan and conduct. However, remember that speech contests are not your top priority. Your most important job is to serve Clubs and achieve the goals in the Distinguished Division and

SLIDE #1

SLIDE #2

Area programs. If we don't have healthy Clubs and if we lose Clubs, eventually we will have no Area or Division to conduct speech contests.

Get help for your speech contests. Appoint someone to help organize the contest. The contest is your responsibility and you must maintain oversight. However, you can delegate some of the work and still keep focused on doing whatever it takes to be a Distinguished Division or Area.

A TOASTMASTERS TRADITION

Speech contests are a Toastmasters International tradition. The biggest contest is the International Speech Contest. Each year, thousands of Toastmasters compete for the coveted title of "World Champion of Public Speaking," awarded at the International Convention in August. Competition begins with Club contests, and winners compete upward through the Area, Division, District, Regional, and International levels. Districts may conduct other contests as well. Most of what we'll cover today concerns the International Speech Contest, although many of the points will apply to other contests, too.

THE TOASTMASTERS SPEECH CONTEST HAS THREE PURPOSES:

SLIDE #3

1. To provide an opportunity for proficient speakers and those Toastmasters interested in competitive speaking to gain contest experience.
2. To provide an interesting educational program for Toastmasters and the general public. A contest can create community awareness of the opportunities in the Toastmasters program.
3. To provide an opportunity for those Toastmasters not participating in the contest to learn by observing proficient speakers.

PRESENTER: Ask the group, “What makes a speech contest successful?”
Write responses on the flip chart. See that handout #1 is distributed, then emphasize the following points.

A SUCCESSFUL CONTEST REQUIRES:

1. **Planning** — A speech contest demands planning, scheduling, and organization. Club and Area officers must be trained in every aspect of what it takes to conduct a successful speech contest. This includes becoming familiar with contest planning materials such as the checklist provided in the *Speech Contest Manual* (Catalog No.1173), which you have just received in handout format. This checklist informs officials of the various steps necessary to take when preparing for a speech contest and the time frame in which they must be completed.
2. **Fair and Impartial Judges** — Judging can be highly subjective because it involves feelings and attitudes. That’s why judges must be selected carefully and trained thoroughly. We’ll discuss this more in a few minutes.
3. **Knowing the Rules** — The International Speech Contest Rules are structured so that they don’t stifle creativity. A few rules, however, are necessary, and most contest controversies can be avoided by making sure all participants know these rules.

THE INTERNATIONAL SPEECH CONTEST RULES

SLIDE #5

***PRESENTER:** Each District may conduct several different kinds of speech contests. However, certain speech contests must follow Toastmasters International rules. All Districts conducting the International, Evaluation, Humorous, Table Topics, and Tall Tales Speech Contests MUST use the rules provided by Toastmasters International for these contests. Rules are found in the Toastmasters International Speech Contest Rulebook (Catalog No. 1171). Note that all contest rules specify that no changes or exceptions can be made to the rules.*

Instead of reviewing all the rules of the International Speech Contest, we'll spend the next few minutes looking at six specific areas that cause the most confusion:

1. Eligibility
2. Originality
3. Humor
4. Props
5. Timing
6. Protests

1. **Eligibility** – Every year contestants are disqualified at Area or Division levels because they are found to be ineligible. Beginning with the Club contest, eligibility should be checked before every contest, and rules must be enforced. Briefly, to be eligible to compete at any level of the International Speech Contest, an individual must:

SLIDE #6

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- ▶ Be a member in good standing of the Club in which he or she is competing. The Club also must be in good standing. A new, dual or reinstated member must have dues and membership application current with World Headquarters. (Call World Headquarters for assistance in verifying membership).
 - ▶ Have completed at least six speech projects in the *Communication and Leadership Program* manual prior to the Club contest. However, a charter member of a Club chartered since the previous July 1 is eligible to compete. The Club must be officially chartered prior to the Area Contest.
 - ▶ Maintain eligibility at all levels of any contest. If at any level it is discovered that a contestant was ineligible to compete at any previous level, the contestant must be disqualified, even if the ineligibility is not discovered until a later level and has been corrected.

Every contestant must meet specific requirements before competing in a contest. Although all contest chairmen are responsible for checking the eligibility of contestants, sometimes this isn't done. At one Division contest, for example, Contestant A complained to the contest chairman that he had competed against Contestant B at his recent Area contest and won. Now he would be competing against Contestant B again, since Contestant B was representing a different Area. This was a violation of the rules. No contestant may compete in more than one Area contest, even if the two Areas are in different Divisions or different Districts. The contest chairman confirmed the violation and disqualified Contestant B before the Division contest began.

Since members can compete in only one Area contest, if a member of two Clubs wins the International Contest in each Club, he or she will have to choose which Area-level contest to compete in. However — and this is frequently a misunderstood point — a member can compete in two *different* contests at the Area level or above. For example, a member may represent a Club in both the Area International Speech Contest and the Area Humorous Speech Contest, even if both contests are conducted at the same time of year, or even at the same event.

The following are ineligible for competition in any contest:

- ▶ incumbent International Officers and Directors;
- ▶ District Officers (Governor, any Lieutenant Governor, Public Relations Officer, Division Governor, Area Governor, Secretary, or Treasurer) whose terms expire June 30;
- ▶ International Officer and Director candidates;
- ▶ Immediate Past District Governors;
- ▶ District Officers or announced candidates for the term beginning the upcoming July 1;
- ▶ presenters of educational sessions at the Area, Division, District, Regional and/or International event at which the contest will be held;
- ▶ an individual may not be a judge at any level for a contest in which they are still competing;
- ▶ past International Speech Contest winners.

It should be mentioned that a contestant must be a member in good standing of the Club, Area, Division, District, or, for the International Speech

Contest, the Region being represented when competing in a speech contest at the next level. For example, if Bill Williams is representing Division D in the District International Speech Contest, Bill must be member of a Club in Division D.

***PRESENTER:** Go back to SLIDE #5.*

SLIDE #5

- 2. Originality** — Speakers must prepare their own five-to-seven minute speeches, which must be substantially original and certified as such in writing. Any quoted material must be identified as such during the speech presentation. Speakers may not use the works of others as their entire speech or as the bulk of their speech, with or without identification of the source. Judges at any level may disqualify, with a majority vote, any contestant whose speech is not considered original.

Determining a speech's originality can be difficult. We all draw upon the ideas of others whenever we research and compose a speech, and we use them to contribute to the point we're making.

There are several things to consider when determining whether a speech is substantially original. Some examples that would not be considered substantially original are:

- ▶ A speech in which most of the speech is devoted to quoting another person or published work, even though the quote is properly attributed to the source.

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- ▶ A speech that has been taken entirely from another source which may or may not have been credited.
 - ▶ A speech in which part of the material is taken from another source that is not credited. (Any quoted material must be so identified during the speech presentation, as specified in the rules.)

Many jokes, stories, and anecdotes have been around for a long time. They appear in many places and have been told many times by many people. Such jokes, stories, and anecdotes are considered to be in the public domain, and their sources cannot be cited.

3. **Humor** — There is a widespread misconception in our organization that entries for the International Speech Contest should be serious in tone. But humor can be just as appropriate as dramatic quotations or examples in making a point, providing the humor is tied to the speaker's message. No contestant should be marked down by judges simply because humor is used. To the contrary, humor can be a very important part of any speech.
4. **Props** — You'll note that the rules say nothing about props or audiovisual aids. That's because they are not restricted in any way other than the bounds of good taste. A contestant may use any prop or visual aid — provided it is not used before the beginning of the speech.
5. **Timing** — Each contestant must proceed directly to the speaking position upon being introduced. He or she may not attempt to communicate with the audience, either via sound or action, prior to uttering the first words of the speech. Should a contestant engage in definite verbal or nonverbal

communication with the audience (including the playing of music or other sound effects, a staged act by another person, etc.) prior to reaching the speaking position and uttering the first word of the speech, the timer should activate the timing device at that point. If this results in the speech going overtime, the contestant will be disqualified.

6. **Protests** — Only judges and contestants may protest any aspect of a speech. Any protest must be lodged with the chief judge and/or the contest chairman before the winner and alternates are announced. Protests are serious matters and should be handled promptly, efficiently, and fairly. The contestant whose speech is being questioned should be given the opportunity to respond to the accusations.

Let's review how one Chief Judge successfully handled a protest. Contestant A gave a speech, and Contestant B believed a portion of the speech was taken from the taped speech of a famous professional speaker, Bob Roberts. Contestant B immediately told the Chief Judge that he wanted to file a protest concerning originality.

The Chief Judge waited until all speakers finished speaking, then quietly instructed the judges to gather in another room. Once the judges gathered, the Chief Judge explained that a contestant questioned the originality of Contestant A's speech. The contestant claimed part of the speech was taken from material presented by Bob Roberts. The Chief Judge asked if any of the other judges had heard Bob Roberts' speech, and the judges discussed the situation.

The Chief Judge then asked Contestant A to come into the room with the judges. She explained to contestant A that someone was questioning the originality of her speech, claiming that part of it was taken from a speech by Bob Roberts. The Chief Judge gave Contestant A an opportunity to respond to the accusation and the judges had the opportunity to ask Contestant A questions. Then Contestant A was asked to leave the room. The judges discussed the situation again and voted to disqualify Contestant A, and the Chief Judge immediately and quietly notified Contestant A of the decision.

As mentioned earlier, determining originality can be difficult. For example, the contestant filing a protest may not be able to cite the exact source from which he or she believes another contestant took material. Contestants themselves may admit to “borrowing” material — or they may not. And sometimes, as we have discussed, stories and jokes have been around so long that no one knows their source. Judges should consider all of these factors when determining speech originality. Before a contestant can be disqualified on the basis of originality, the contestant must be given the opportunity to respond to the judges. A majority of the judges must concur in the decision to disqualify.

Keep in mind that judges deal only with the speech presentations themselves. The contest chairman is responsible for other aspects of the contest, such as contestant eligibility.

Again, address protests immediately. However, remember that any protests must be made before the announcement of the winner and alternates, and that all decisions of the judges are final.

SPEECH CONTEST JUDGING

It has been our experience that most controversies related to judging arise at the lower levels of competition, especially at Area level. Many judges don't understand how to use the judging form. Others fail to realize that their job is simply to pick a winner – not to evaluate a speech.

Judges are human, and it's impossible to totally solve the problem of bias. But you can take steps to minimize bias and improve the quality of contest judging in your District.

THREE STEPS TO QUALITY JUDGING

SLIDE #7

1. **Conduct training workshops for speech contest judges.** To help you train judges, Toastmasters International has developed the "Speech Contest Judge's Training Program" (Catalog No. 1190). This two-hour training program is designed for the International Speech Contest, but many of the principles discussed apply to other contests as well. Programs may be ordered from World Headquarters.
2. **Select judges carefully.** Relatively experienced members should be used as judges on all levels of competition. One way of minimizing bias is to invite members from another Area or Division to serve as some or all of the judges in your speech contests.

Make certain the judges you select are appropriate. Not only must they be fair and unbiased, they must *appear* to be fair and unbiased. Unfortunately, this has not always been the case. One chief judge, for example, selected

the spouse of a contestant as a judge. In another situation, a majority of the judges at an Area Contest were from one contestant's Club. Neither selection inspired much confidence in the judges' fairness.

3. **Conduct brief judge orientation sessions before every contest.** The chief judge's duties include providing an orientation for judges. This orientation should include:

- ▶ A review of the judging form.
- ▶ An admonition against bias of any kind in judging the contest.
- ▶ A review of the rules.

MORE TIPS FOR GREAT CONTESTS

SLIDE #8

If you use the Speech Contest Checklist, your contests should run smoothly. However, we would like to particularly emphasize the following areas as being key to the success of a speech contest:

- ▶ **Make sure everyone is aware of the contest rules and procedures and their own responsibilities and duties.** Brief all contest officials and participants, including timers, counters, tellers, and contestants. Make sure they have the tools they need to do their jobs. Give everyone copies of the rules, too. At a recent contest, no one had a copy of the rules — not even the Chief Judge!
- ▶ **Confirm the contest's date, time, and location.** Notify all contestants several weeks in advance of the date, time, and place of the contest and of

their need to arrive early for a contest briefing. Make sure the information is correct! Several incidents have involved contest officials giving wrong dates and times, or changing the location of a contest just before the event and failing to notify all contestants.

- ▶ **Pay attention to balloting.** Make sure ballot counters double-check their work and are supervised by the chief judge. Each year some ballot counters make mistakes and the wrong person is announced as winner.
- ▶ **Follow the rules.** Remind contest officials that no one has the authority to waive or make exceptions to contest rules.
- ▶ **Announce contest results at the very end of the event.** Once winners are proclaimed, people will begin leaving the event, whether you've scheduled it that way or not. End the event smoothly. Announcement of contest winners should be the very last item on the contest/meeting agenda. Begin by announcing the third place winner (in contests with five or more participants, if wanted), then second place, and finally the contest champion. If you have any other messages or announcements, be sure to deliver these *before* results are announced.

RECOGNITION AND PROTECTING TOASTMASTERS INTERNATIONAL TRADEMARKS

Speech contest participants and winners should be recognized with certificates and trophies which will make contestants and the audience proud.

Items bearing the names "Toastmasters International," or "Toastmasters," or items bearing the Toastmasters International emblem can be obtained only

through World Headquarters. It is a trademark violation to produce locally any items with these names or the emblem. For example, it is illegal to produce a certificate or trophy with the word "Toastmasters" printed/engraved on it.

Toastmasters International's principal asset is its reputation. Our organization maintains its reputation and its distinction between itself and other communications programs through its name and emblem. If Toastmasters International ever lost the exclusive use of its name and emblem, it would eventually cease to exist.

We all have to help protect our fine organization. So plan ahead and make sure you have all the supplies you need from World Headquarters well in advance of your contests. See the Supply Catalog or call World Headquarters for details and ideas.

***IMPORTANT:** Trophies and certificates should be ordered from World Headquarters at least 45 days prior to the contest.*

CASE STUDIES

EXERCISE: Following are three situations to be discussed; each situation is given on an overhead and listed on handout #2. Place the overhead on the projector, read the situation, then invite responses from participants. Write responses on the flipchart. Then read the answer from your script. Do this for all three. If time permits, field questions from participants or ask participants to share contest situations they have experienced. Then discuss how the situations could have been best handled. (If working with a large group, you may find it easier to use only the handouts.)

Situation 1

CON-HANDOUT #2

The Toastmaster of the Division contest begins to announce the winners. As he reads the name of the third-place winner, the Chief Judge realizes the Toastmaster is reading the list in reverse. The name being announced as third-place winner actually is the first-place winner. The Chief Judge stands up and politely states that she believes the list is being read out of order. Someone else says that since the one name has been announced, no changes can be made.

SLIDE #9

What do you do?

PRESENTER: Get responses, then give the following answer.

The rules state, "Announcement of contest winners is final unless the list of winners is announced incorrectly, in which case the chief judge, ballot counters, or timers may immediately interrupt to correct the error." Since the mistake was

caught while the list was being announced, the mistake can and should be corrected.

Situation 2

SLIDE #10

At the Area contest, only two people are competing. At the announced contest time, only one is present. After waiting a few minutes, the Toastmaster begins the contest. The only contestant gives her speech, the judges mark their ballots, and she is declared the contest winner. The second contestant then arrives. Some audience members want the contest “reopened” so the second contestant may compete.

What do you do?

***PRESENTER:** Get responses, then give the following answer.*

The contest was already over when the second contestant arrived. Contests cannot be “reopened.” Even if the contest was one in which the two highest placed available contestants may advance to the next level, the late-arriving speaker would not be eligible to compete at the next level contest since he did not compete in the Area contest.

Please note that no matter how few contestants are competing, an Area Contest must be held, and the Contestant(s) must be timed and judged, and contest results are final. For example, if only one contestant competes and that contestant goes overtime, he or she must be disqualified and the Area will not be represented at the Division Contest.

Situation 3

SLIDE #11

Just before a Division International Speech Contest begins, you find out that a contestant has completed only four projects in the basic *Communication and Leadership Program* manual.

What do you do?

PRESENTER: *Get responses, then give the following answer.*

The International Speech Contest Rules clearly state that a contestant must have completed at least six speech projects in the *Communication and Leadership Program* manual prior to the Club contest. Since the contestant does not meet this requirement, he is not — and was not — eligible to compete and must be disqualified. Always check contestants' eligibility at every contest level to avoid this situation.

As you can see, all kinds of things can happen at speech contests. But if you are prepared, you can handle them with confidence and ease. If you are unsure about a situation, call the Education Department at World Headquarters for assistance.

Part III: Visual Aids

Slides on the following pages are designed specifically for the presenter who will be conducting the training session. These slides are available in a PowerPoint file at www.toastmasters.org. If a laptop computer and datascreen projector are not available, slide copy may be used to make transparencies for an overhead projector, or they can be copied onto a flip chart.

Each page is designated as an overhead by a number that corresponds with the training outline (SLIDE #1, SLIDE #2, etc.).

TIPS ON USE:

1. Show the slide while you are talking about it. Turn off the slide when you want attention directed back to you. Your audience cannot concentrate on both at the same time.
 2. Be sure that everyone in the audience can clearly see the slides. Visibility to the people at the rear of the room is your guide.
 3. Talk to the audience, not to the slide. Maintain eye contact even when your listeners are looking at the slide. This will help you judge their understanding of it.
 4. Don't overdo it. You need not discuss every point on the slide.
 5. Rehearse. Nothing is more important than adequate preparation. Know how and when you will use the slide, then practice until you can use it smoothly. Anticipate all possible problems, especially when audiovisual equipment is involved.
 6. Remember . . . Be as professional as possible.
-

Session Objectives



- ▶ Put conducting speech contests in perspective
- ▶ Purpose of speech contests and keys to conducting successful contests
- ▶ Contestant eligibility
- ▶ Steps to quality judging
- ▶ Case Studies

Keep Your Priorities Straight



- ▶ **Speech contests are NOT your top priority.**
- ▶ **Your top priorities:**
 - **Serve Clubs**
 - **Achieve Distinguished Division/Area goals**
- ▶ **Get help for speech contests.**

Speech Contests Provide



- ▶ **Competitive contest experience.**
- ▶ **Educational programs.**
- ▶ **Opportunities to observe proficient speakers.**

Keys to a Successful Contest



- ▶ **Plan ahead for success.**
- ▶ **Ensure fair, impartial judging.**
- ▶ **Know the rules.**

Most Misunderstood Rules



▶ **Eligibility**

▶ **Props**

▶ **Originality**

▶ **Timing**

▶ **Humor**

▶ **Protests**

A Contestant is Eligible if He or She



- ▶ **Is a member in good standing of the Club in which he or she is competing. The Club also must be in good standing. New, dual, or reinstated members must have dues and application current with WHQ.**
- ▶ **Has completed at least six speech projects in the basic manual, charter members of newly-chartered Clubs exempted.**

Three Steps to Quality Judging



- ▶ **Conduct training workshops.**
- ▶ **Select judges carefully.**
- ▶ **Conduct brief orientation.**

More Tips for Great Contests



- ▶ **Insure everyone knows the rules and their duties.**
- ▶ **Confirm contest date, time, and location.**
- ▶ **Pay attention to balloting.**
- ▶ **Follow the rules.**

The Toastmaster of the Division contest begins to announce the winners. As he reads the name of the third place winner, the Chief Judge realizes the Toastmaster is reading the list in reverse. The name being announced as third-place winner actually is the first-place winner. The Chief Judge stands up and politely states that she believes the list is being read out of order. Someone else says that since the one name has been announced, no changes can be made.

What do you do?

At the Area contest, only two people are competing.

At contest time, only one is present. After waiting a few minutes, the Toastmaster begins the contest.

The only contestant gives her speech, the judges mark their ballots, and she is declared the winner.

The second contestant then arrives. Some audience members want the contest “reopened” so the second contestant may compete.

What do you do?

Just before a Division International Speech Contest begins, you find out that a contestant has completed only four projects in the basic *Communication and Leadership Program* manual.

What do you do?

Part IV: Handout Copy

The handouts that follow may be reproduced for distribution to training session participants. Make certain you accurately project the number of attendees so you won't run short of material.

If you wish, feel free to revise the material to suit your own style.

Speech Contest Checklist

ADVANCE PREPARATION

- Determine the budget for the contest, remembering that contest income and expenses should break even. Allow for such expenses as awards, contest materials (see below), deposits, meals, printing, postage, etc.
- Select a place and time for the speech contest and coordinate the selection with the proper Toastmasters officers. For Regional and International contests, coordinate with Toastmasters International's World Headquarters.
- Determine agenda for the contest.
- Arrange for the supplies and services required for the event. Consult "Put On A Good Show"—Toastmasters Meeting Planning Handbook (Catalog No. 220) for information on conducting a large public meeting.
 1. Order certificates of participation for all contest speakers and trophies for the winners from World Headquarters. (NOTE: It is a copyright violation to put the Toastmasters International name or logo on materials not purchased from World Headquarters.)
 2. Order the following contest materials from World Headquarters as necessary:
 - Speaker's Certification of Eligibility and Originality (Catalog No. 1183)
 - Time Record Sheet and Instructions for Timers (Catalog No. 1175)
 - Judge's Guide and Ballot (Catalog No. 1172)
 - Counter's Tally Sheet (Catalog No. 1176)
 - Tiebreaking Judge's Guide and Ballot (Catalog No. 1188)
 - Speech Contestant Biographical Data Sheet (Catalog No. 1189) [For Regional and International contests, order Contestant's Previous Speech Outline (Catalog No. 1185) and Qualifying Judge's Sheet (Catalog No. 1186)]
 - Speech Contest Manual (Catalog No. 1173)
 - Speech Contest Rules (Catalog No. 1171)
- Select the chief judge. [The chief judge selects a tiebreaking judge known only to the chief judge, and also selects contest judges, counters, and timers. In addition, the chief judge appoints qualifying judges for the Regional and International contests. See "Requirements and Duties of Contest Officials" in the Speech Contest manual (Catalog No. 1173) for guidelines in selecting judges.] The chief judge should conduct the Speech Contest Judges Training Program (Catalog No. 1190) for all contest judges to ensure the judges understand their responsibilities and use of the Judge's Guide and Ballot.
- Notify the officials of the time and place of the contest and pre-contest briefings. (Allow ample time, e.g., two weeks for Club contest and six weeks for International.)
- Notify the contestants of the time and place of the contest and pre-contest briefing two to six weeks before the contest. (See appendix of Speech Contest Manual for sample letter.) Mail an information packet to each contestant at this time. The packet consists of:
 1. Speech Contest Rules (Catalog No. 1171)
 2. Speech Contestant Biographical Data Sheet (Catalog No. 1189)
 3. Speaker's Certification of Eligibility and Originality (Catalog No. 1183)
 4. Contestant Previous Speech Outline (Catalog No. 1185) [This applies to Regional International contests only.]Be sure to give contestants a deadline for returning all necessary information.
- Promote the contest in your community by sending news releases to the media. Consult the publicity and promotion handbook, Let the World Know (Catalog No. 1140), available from World Headquarters.
- Insure that each speaker is eligible under the contest rules before the contest, and notify contestants of disqualification if necessary. [Eligibility requirements are listed in the Speech Contest Rules (Catalog No. 1171) and may not be changed. Eligibility of each contestant must be verified before each contest in which he or she competes. Call World Headquarters for assistance in verifying membership.]

PRE-CONTEST BRIEFINGS

- Verify the presence of all contestants and pronunciation of their names. (NOTE: You may also want to conduct a brief formal interview with each contestant at the conclusion of the contest. If this is the case, mention that you will be doing so.)
- Draw for speaking positions.
- Have the chief judge review the Time Record Sheet and Instructions for Timers (Catalog No. 1175) with timers and speakers.
- Review Speech Contest Rules (Catalog No. 1171) with speakers.
- Have the chief judge review Judge's Guide and Ballot (Catalog No. 1172) with contest judges.
- Instruct contest judges to sit close to the contest area in case of an outside disturbance or malfunctioning technical system.
- Acquaint contestants with the exact speaking area, such as lectern, tables, lighting, microphone, etc. All contestants shall have the opportunity to test any amplifying equipment before the contest.
- Review Speech Contest Rules (Catalog No. 1171) with speakers.
- Have the chief judge brief qualifying judges in the use of the Contestant Previous Speech Outline (Catalog No. 1185) and Speaker Qualification Sheet (Catalog No. 1186) for Regional and International speech contests only.
- Brief the chief counter (usually the chief judge) and have him brief three other counters, using the Counters' Tally Sheet (Catalog No. 1176).
- Have the chief judge brief qualifying judges in the use of the Contestant Previous Speech Outline (Catalog No. 1185) and Speaker Qualification (Catalog No. 1186) for Regional and International speech contests only.

CONTEST

- Open the contest with a brief introduction. Inform the audience that:
 - a) the rules have been reviewed with the chief judge and contestants
 - b) the speaking order of the contestants has been determined
 - c) the contestants have been informed of the location of the timing lights, and
 - d) the taking of photographs during the speeches is not permitted.
- Introduce each contest speaker.
 - 1. Do not make preliminary remarks about any speaker or the subject, nor mention the name or location of the speaker's Club or place of residence.
 - 2. Announce each contestant's name and speech title twice, slowly and clearly.
 - 3. Allow one minute of silence between speeches to permit the judges to complete their notes. Do not comment on the speeches or on any of the contestants.
- Upon completion of the speeches, ask judges to complete their ballots. All judges will deliver the first, second, and third place results as quickly as possible. Have counters collect the ballots and the chief judge collect, check, and verify the Time Record Sheets from timers (and Speaker Qualification Sheets from qualifying judges at the Regional and International contests), and ask them to leave the room to tabulate the results.
 - 1. All Judge's Guide and Ballots, Counters' Tally Forms, and Timer Record Sheets are considered confidential.
 - 2. Give all forms to the chief judge for disposal.
 - 3. Keep a list showing placement of all contestants in case the winner or alternate cannot compete at the next level.
- Interview each speaker.
 - 1. At the conclusion of the contest speeches and while the results are being tabulated, introduce the speakers again, giving the Club, Area, and District they represent, and present their certificates of participation. A short interview may be conducted at this time, using the speaker's biographical information as a guide.

2. NOTE: The contest chairman may appoint a Toastmaster to perform any one or all of the duties listed above.

- Collect the contest results from the chief judge.
- Upon receipt of the results of the judging, notify the contestant of a disqualification regarding originality and receive his or her agreement, or resolve a protest by a majority vote of the judges. Disqualifications for reasons of time may be announced at the discretion of the contest chairman, although it is recommended that the name(s) of the disqualified contestant(s) not be announced. In contests with five or more participants, announce a third place winner (if wanted), second place winner, and first place winner. In contests with four participants, a second place winner may be announced in addition to the first place winner. In contests with three or fewer participants, announce only the first place winner. If the list of winners is announced incorrectly at any time while the list is being announced, the chief judge, ballot counters, and/or timers may interrupt to correct the error.
- In closing, thank all who helped make the contest a success.
- Announcement of contest winners is final.

POST-CONTEST

- After the contest, secure the name, address, and phone number of the winner and second place winner. Give this information to the contest chairman of the next contest or, in the case of District and Regional contests, to World Headquarters.
- Send news releases (and photographs, if possible) to each winner's community newspaper and, if applicable, to their company publication.
- Make sure all bills pertaining to the contest are paid promptly.

REQUIREMENTS AND DUTIES OF CONTEST OFFICIALS

TIMERS

- Two timers are to be appointed by the chief judge. One is provided with a stopwatch, and the other with an electric speech timer (with indicator lights).
- The electric speech timer must be in full view of each contestant.
- The timer with the stopwatch maintains and delivers to the chief judge the written record of elapsed time of the speeches on the Time Record Sheet and Instructions for Timers (1175).
- The timer managing the electric speech timer follows the light procedure outlined in Time Record Sheet and Instructions for Timers (1175).

COUNTERS

- Three counters should be appointed by the chief judge acting as chief counter.
- At the conclusion of the contest speeches, counters collect the sealed ballots from the judges. The counters will leave the room and post each speaker's points on the Counter's Tally Sheet (1176) previously prepared for that purpose. Counters will count *all ballots twice* to insure accuracy.
- In posting the points, counters will allow three points for first place, two points for second place, and one point for third place. Any ballot which does not specifically designate first, second, and third places, or which does not contain the names of three speakers, cannot be counted.

JUDGES

- Chief Judge**
 1. Appoints and counsels contest judges (including qualifying judges at the Regional and International contests), counters, timers, and a secret tiebreaking judge. The chief judge does not vote unless appointed as a voting judge.
 2. Distributes an information package to each contest judge before the contest. This package consists of:
 - a. List of contestants
 - b. Judge's Guide and Ballot (1172)
 - c. Contest Rules (1171)

3. Provides judges with a brief pre-contest orientation including the following steps:
 - Review of the Speech Contest Rules
 - Review and explanation of the judging form
 - Reminder not to consider timing as a judging criterion
 - An admonition against bias of any kind
 - Review the speaking area
 - Reminder that failure to comply with any rules should be taken into consideration when judging.
4. Acting as chief counter, appoints three assistant counters and provides them with a posting sheet.
5. Provides a stopwatch to timer.
6. Oversees counting process. Sees that all ballots are counted twice to insure accuracy.
7. For Regional and International contests, supplies qualifying judges with copies of the completed Speaker's Certification of Eligibility and Originality (1183), Qualifying Judge's Sheet (1186), and Contestant's Previous Speech Outline (1185) (District outline for the Regional contests; District and Regional speech outlines for the International contest).
8. Provides a list showing placement of all contestants to the contest chairman.

Contest Judges

1. Qualifications
 - The judges should be members in good standing. Insofar as practical, all judges at Area, Division, District, Region, and International speech contests should have been a Toastmasters member in good standing since July 1 of the previous year and have completed at least six Communication and Leadership manual projects. In addition, if practical, at Regional and International contests, judges should be at least an Able Toastmaster or Advanced Toastmaster Bronze and have previously judged a Toastmasters speech contest at Area, Division, District, or Regional level.
 - At Area, Division, and District contests, judges should be selected from Clubs, Areas, or Divisions not represented by a contestant. If this is not practical, and given each Club, Area, or Division sending a contestant also sends a judge, the chief judge shall carefully brief the judges on the importance of not showing bias in the judging procedure. All judges shall judge all contestants.
 - At the District or Division level contests, there should be at least seven judges or equal representation from the Areas composing the District or Division.
 - At the Regional or International contests, there should be at least nine judges or equal representation from the Districts or Regions respectively.* Furthermore, no judge shall be a member of the Club represented by a contestant. Additionally, at the International contest, a judge should not be from any contestant's District.
2. Duties are to select a first, second, and third place winner from among the contestants of a speech contest.

Qualifying Judges

1. Requirements
 - Five qualifying judges are needed at the Regional and International contests.
 - Any contestant receiving three or more disqualifying votes shall be eliminated from the contest.
2. Duties are to determine that the speech presented is entirely new and different (Regional and International contests only). Copies of the speaker's previous District speech outline will be provided by the chief judge at the Regional level. Copies of the speaker's District and Regional speech outlines will be provided by the chief judge at the International contest.

Tiebreaking Judge

1. Requirement is that the identity of the tiebreaking judge will be known only to the chief judge.
2. Duties
 - Ranks all contestants numerically on the special Tiebreaking Judge's Ballot, with the winner as #1, second-best as #2, etc.
 - Submits sealed ballot to the chief judge, who will open it and count it only in the event of a tie by the contest judges.
3. In the event of a tie in any of the three places, the contestant who ranks higher on the Tiebreaking Judge's Ballot will be awarded the contested place; the other tying contestant will be awarded the next lower place, if any. No place higher than the tying position will be affected. (For example, if the tie occurs in second place, the tying contestant ranking higher on the Tiebreaking Judge's Ballot will be awarded second place. The other tying contestant will be awarded third place. First place is unaffected.)

*Maintaining equal representation, the number of judges may be increased to a maximum of 18.

Case Studies

SITUATION 1

The Toastmaster of the Division contest begins to announce the winners. As he reads the name of the third-place winner, the Chief Judge realizes the Toastmaster is reading the list in reverse. The name being announced as third-place winner actually is the first-place winner. The Chief Judge stands up and politely states that she believes the list is being read out of order. Someone else says that since the one name has been announced, no changes can be made.

What do you do?

SITUATION 2

At the Area contest, only two people are competing. At the announced contest time, only one is present. After waiting a few minutes, the Toastmaster begins the contest. The only contestant gives her speech, the judges mark their ballots, and she is declared the contest winner. The second contestant then arrives. Some audience members want the contest “reopened” so the second contestant may compete.

What do you do?

SITUATION 3

Just before a Division International Speech Contest begins, you find out that a contestant has completed only four projects in the basic *Communication and Leadership Program* manual.

What do you do?