

Product Demonstration

Topic:

Product demonstrations. Show us a product, tell us what it is, how it works, tell us why we should use it (benefits/advantages) .

Be sure you physically demonstrate something

(Remember the goal here is how you work with visuals not how you describe working with visuals)

Make sure the audience
can see your visuals

Pick a topic that is
interesting for your
audience

Be conversational

Make great eye contact

Begin and end
with power

The goal of this speech is as follows:

To persuade the audience to try a product

To demonstrate how to use the product

To gain confidence as a speaker

To use visuals effectively

To practice strong voice projection and eye contact

To target an audience

Time Limit

3-4 Minutes

Visual

Little or No Power Point

References/Research

APA Style Reference page

Minimum of 5 references (Keep them legit)

Outline

Full sentence outline

Includes grabber, preview, review, closure, transitions,

Audience Identification statement—How this relates to the audience

Use: Ethos—Why you are credible, Pathos—Emotional Appeal, and Logos—logical appeal. (Label these clearly on your outline.)

Practice ! Practice ! Practice !

It is always harder to work with visuals than you think so be prepared

