

# Demonstrative Speech!



# What is a Demonstrative Speech?



Demonstration speeches are sometimes referred to as "process" or "how to" speeches because they often entail demonstrating something.

These speeches require you to provide steps that will help your audience understand how to accomplish a specific task or process.

A Demonstrative Speech is one in which you will demonstrate to your audience how to do something. It is easiest to decide on a topic if you start with a verb, such as:

How to Do  
something

How to Make  
something

How to Fix  
something

How something  
Works

**Demonstrative speeches are speeches in which the aim of the speaker is to demonstrate**

**A process**

**How an  
activity/task  
is done**

**How to use a  
given object  
or a thing**

# Demonstrative Speeches based on Software Applications (desktop/web-based)

1. A key part of the software development process is the tutorial or demonstrative speeches given to the potential users of the software.

2. These are in-person presentations which explain how to use the software application.

3. Good demonstrative speeches are an essential marketing tool.

4. Software demonstration presentations are given at product launch events, to the users after the software is deployed at their organization, to users if key upgrades are made to a software or a new version is launched.

# Preparing the Software Demonstration speech

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Determine the purpose

To instruct, to motivate, to market and promote the software, to eliminate any tech anxiety experienced by the users, to develop positive attitude towards the software.

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Audience

Who are they? What is their educational level? Why do they need the software? Is it a part of their daily professional tasks? What is their experience with the software? Have they used any app like this before? Are they familiar with the app or are they beginners? Their expertise can be either at beginner level, intermediate level, or advanced level.

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# Preparing the Software Demonstration speech

Research the software

**What is its name, version? What is it made to do? What are the number of tasks it can do? How is the software accessed? Does the user need to install, download, or get user credentials from someone? What benefits will the user get by using this app compared to any previous app or manual approach?**

Steps/Procedure to accomplish the tasks

**Use the software and identify the steps involved in accomplishing every task. Explain the result of every step and also any pre-requisite steps if needed for any task.**

# Demonstrative Speech Outline

## Introduction

- Introduce yourself
- Announce the purpose of the speech
- Generate interest
- Introduce the software
- Discuss its purpose and features
- Discuss its benefits

# Demonstrative Speech Outline

## Main Body

- Enlist all tasks you will demonstrate.
- Begin with the title of a task.
- Demonstrate step by step how it is performed. Explain the results. Encourage users and stress on how easy it is.
- Then proceed to the next task and carry on.

## Conclusion

- Once again stress the importance of the software and refer to the demonstration and encourage the users to try the app. Remember, by the end of the demo, the users must feel confident and motivated to use the app.



# Sample Outline

Application	Flex Teacher
Purpose of app	Ease and automate attendance, result generation
Task 1	Accessing the website, user name and password protocols, forgetting password and changing password
Task 2	GUI of the website, all tabs, names, purposes
Task 1	Managing attendance (generating lecture, marking attendance, accessing attendance register)
Task 2	Managing Evaluation (setting marks distribution, uploading marks, accessing evaluation reports)