

International Conference

Keynote Speeches

A good keynote speech is inspirational and unifying for its audience.

Before you start writing, you need to know:

- ✓ WHY you are giving a keynote speech (the purpose)
- ✓ WHO you are writing your speech for (the audience)
- ✓ WHAT your speech is going to be about (its topic, main points)
- ✓ HOW LONG your speech is going to be (its length)



Speech Outline:

• Introduction

(greeting, attention-grabbing hook, introduction of the subject, thesis statement, credibility statement, preview of main points)

• Body Paragraph

(state the point, present the supporting evidence, transition to next point)

• Conclusion

(summary of the points discussed, restated thesis, a call to action, thank the audience)

Beginning of the Speech

- ✓ Beginning by Straightforwardness
To come straight to the point without any roundabout statement
e.g. Mr. Chairman, fellow colleagues, first, I'd like to tell you briefly the background of my paper, and then present my three hypotheses.
What I would like to do today is to have a look at...
- ✓ Beginning by Appreciation
To express thanks to the chairperson and greet the participants of the same professional field
e.g. Dear colleagues, first of all, I would like to thank our Chairman and our generous host for providing many professionals from all over the world with

such a pleasant atmosphere to meet, exchange views, and share thoughts and findings. What I'd like to talk about is

✓ Beginning by Wit and Humor

Humor relaxes both speakers and listeners.

It can establish a link between the speaker and the audience.

e.g. Good afternoon, everyone. There is a Chinese saying "With a hare under one's garment," to describe the uneasiness for a nervous person. That is how I am feeling at such a moment, and before such a big audience, as if I had a "hare under my garment". Well, now speaking about "nervous", I would like to show you the result of my experiment on the nervous system of a rabbit.

Ending of the Speech

✓ Ending with a direct wind-up

To end the speech directly with a short and brief conclusive statement

e.g. That's all. Thank you, Mr. Chairman. Thank you all.

... Well, I think this might be a good place for me to wind up my talk.

Thank you, everyone.

✓ Ending with a brief summary

To summarize and review the main ideas that have been presented

A summary conclusion allows the speaker one more chance to set his/her claims in the audience's minds.

e.g. The themes I have dealt with can be boiled down as follows: That's all for my talk. Thank you for your attention!

Ending with solicitation of comments

To solicit comments or opinions from the audience

✓ Ending with solicitation of comments

To solicit comments or opinions from the audience

e.g. ... Now that I have finished my speech, I hope you'll give me your comment and suggestions. They'll help me improve my work.

... That's all for my talk. Please don't hesitate to put forward your suggestions and advice if you have any. Thank you.

... That's all for my talk. If there're any points that I didn't make clearly, please point them out and I would like to give further explanations.

Body of the speech

Strategic Order of Main Points

✓ Chronological Order

✓ Spatial Order

✓ Causal Order

- ✓ Problem-Solution Order
- ✓ Topical Order

Tips

- ✓ Limit the Number of Main Points
- ✓ Keep Main Points Separate
- ✓ Try to Use the Same Pattern of Wording for Main Points
- ✓ Balance the Amount of Time Devoted to Main Points
- ✓ Keeping the Audience's Attention
- ✓ Signposting or Signaling Where You Are
- ✓ Listing information and linking ideas
- ✓ Being clear and concrete
- ✓ To emphasize

Keynote Speeches

- ✧ to clarify some parts of the presentation
- ✧ to expand on some interesting points
- ✧ to recall / reinforce the important points
- ✧ to offer feedback to the speech

For questioners

First: Remarks before raising questions—polite & positive

Second: Questions

Third: Thanks

- Questions for clarifying problems
- Questions showing special interests
- Raising different opinions
- Following up others' questions

1. I am very interested in the subject of your speech. As you mentioned... And my question is ...
2. I'm keen on the theme of your presentation since I have studied it for many years. I would like to ask you two questions about...
3. I agree with you about... But so far as ... is concerned, I'm afraid I can't say that I go along with you on that. I would like to hear YOUR opinion on it.
4. I would be very glad if you could give definitions to the essential concept of ... used in your presentation, for I am really curious why you use them in this way in your report.

5. Just now Professor Wang asked you ... I'm also very interested in this subject. Would you please give us more examples to illustrate your ideas?

for the speaker

1. declaring the Q & A at the outset of the presentation

I see that we have 10 minutes for questions and answers. During that time, I'll be happy to answer as many of your questions as I can.

2. inviting questions

That's all for the presentation. Are there any questions?

Thank you for your attention to my talk. Now, let's come to the Q & A session.

3. answering questions

It's a good question.

Thank you for your question. If I understand your question correctly, I can say that ...

I'm very glad you asked this question. This is just the point that I want to explain again.

4. concluding the Q & A

Our allocated time is almost up. Now I would like to answer one more question.

Thank you for your questions. I hope you are satisfied with my answers.