



Student Career Training Expo

Tips for Event Speaker Success

- 1. Tell your stories.** As you consider your topics and talking points for the event, make sure to weave in personal stories and examples that show why Job Corps works.
Employer partnerships – Use examples of how employers work with students to provide hands-on experience in the workforce through Job Corps’ work-based learning program, as well as examples of employers that hire graduates. Share how students/graduates come prepared with foundational industry knowledge, as well as training in the soft skills that make a great employee.
Students or alumni – Share examples of how Job Corps has been a beneficial program and helped transform their lives.
College partnership – Explain how Job Corps’ training and curriculum can complement the specific college’s curriculum.
- 2. Sharpen your message.** To help keep your speech under five minutes and keep the audience engaged, it’s important to include only the most important information. Think about what your audience needs to know and how it can directly benefit them.
- 3. Take a breath—and take your time—before speaking.** After you are introduced, take a few seconds to walk out on stage or prepare your podium.
- 4. Consider your timing.** Speakers and hosts should speak for a suggested time of five minutes. This does not mean you need to speak faster. Go over your speech beforehand, and practice to make sure it will not go over the set amount of time. But also, take a deep breath in between sentences, and break up your presentation with strategic pauses that can help your audience better digest the information you are presenting.
- 5. Make engaging introductions.** When introducing a guest speaker, don’t read their full bio, word for word, on stage. Take the time to read their bio before the start of the event, and highlight top achievements and titles to introduce the speaker in a brief amount of time.
- 6. Connect with your audience by making eye contact.** Make eye contact with as many people as possible while speaking. The audience will feel more connected and know you are interested in speaking about your current topic.
- 7. Recognize your special guests.** Make sure to recognize any elected officials and other special guests present at the event.

