



THE LEADERSHIP INSTITUTE
Public Speaking Workshop
October 22, 2010
Steven P.J. Wood Building
Arlington, VA

8:30 - 9:00 AM	REGISTRATION and BREAKFAST	
9:00 - 9:05	Introduction & Welcome	
9:05 - 10:05	Goals of a Speech	Dr. John Shosky <i>President</i> RONCALLI COMMUNICATIONS
10:05 - 11:05	Persuasion & Audience Analysis	Dr. John Shosky
11:05 - 11:15	BREAK	
11:15 - 12:30	Message Construction	Dr. John Shosky
12:30 PM	LUNCH	

1:00 - 2:15	Preparing for Delivery: Expertise & Ownership	Ian Ivey <i>Program Advisor</i> GSA
2:15 - 2:30	BREAK	
2:30 - 3:30	Elements of Effective Delivery	Ian Ivey
3:30 - 5:00	Teaching not Talking: Interaction, Visual Aids, & Persuasion	Ian Ivey
5:00 PM	CONCLUSION & ADJOURNMENT	

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