DESIGNING THE CONCLUSION

SECTIONS

- Review

- Memorable statement

PURPOSES

- To emphasize the point of your speech
- To climax your speech
- To leave the audience remembering your speech

TIPS

- Summarize your points
- Repeat your points
- Combine a summary with a repetition
- Present a memorable statement
- Return to the theme of your attention getter
- Look to the future
- Call for action
- Attention getter criteria

DON'Ts

- Don't merely stop at the end of your material
- Don't apologize
- Don't stretch it out
- Don't introduce newe points
- Don't say "One more thing more I wanted to say"
- Don't pack up early
- Don't continue to speak as you leave the lectern

DO's

- Do work on your conclusion carefully
- Do point up that you are about to finish if helpful
- Do look for opportunities to tie in with what may follow

GENERAL SUGGESTIONS

- Length of conclusion should be 10% or less of your speech

- Your style should be consistent with the rest of your speech

- Prepare your note card