

Business Speech

Purpose: To develop the participant's ability in organizing and presenting information in an effective manner to a small group.

Guidelines:

1. One participant per chapter is permitted to enter at the regional level. The regional event winners will be eligible to compete at state. Other finalists will not be eligible to compete at state, should a winner be unable to attend state. (Preliminaries are not held in this event at the state level.)
2. The overall topic will be published annually by Georgia DECA in the region and state conference mailing. The regional and state event topics will be the same.
3. The participant will prepare the speech and bring it to the conference. The length of the presentation will be 4-6 minutes. Time will be signaled at 4 minutes, 5 minutes and 6 minutes. There will be a 5 point penalty for 0-59 seconds under 4 minutes to over 6 minutes. There will be a 10 point penalty for 60 or more seconds under 4 minutes or over 6 minutes.
4. Any size index cards may be used for presenting the business speech, however memorization of the speech is encouraged. No props or visual aids or any kind are allowed. **Only** index cards may be utilized.

The 2010 Georgia DECA Speech topic is:

The Power of Advertising Over Society

5. A copy of the competitor's speech **must be** submitted in typed format to the DECA advisor running the event at the Georgia DECA State Career Development Conference and the Regional Conferences or the student will be **disqualified**. The student's name, DECA Chapter, date and the speech topic should be identified on the speech. The typed copy of the speech may be utilized by the judges in the case of a tie of this competitive event. The student-competitor agrees that the winning entries will be used by Georgia DECA for promotion purposes of the organization. No artwork should be on the typed copy. Only the speech typed in regular paragraph form should be submitted.

Judges: It is recommended that judges consist of at least one speech instructor and one business executive. The judges should break all ties. In the case judges do not break a tie, the participant receiving the highest points in the following order at judging will become the finalist: organization, opening, platform, department/diction, closing, and voice.

Business Speech Rating Sheet

Name of Participant _____

Length of Presentation _____ / _____
Minutes Seconds

Directions: Score each participant according to the Maximum points possible. Subtract penalty points at the end.

Items Evaluated	Maximum Points Possible	Score	Comments
Opening	20		
Voice	10		
Platform Deportment/Diction	20		
Organization	30		
Closing	20		
Subtotal	100		
Penalty (5 points for 0-59 seconds under 4 minutes or over 6 minutes; 10 points for 60 or more seconds under 4 minutes or over 6 minutes)			
Grand Total			

Judges Signature _____

Judges Signature _____

Judges Signature _____

Georgia DECA Association

2010

Region and State Level

Business Speech Topic

The Power of Advertising Over Society

Please Note New Guideline for Business Speech Event: A copy of the competitor's speech must be submitted in typed format to the DECA advisor running the event at the Region Competition and the DECA State Career Development Conference or the student will be disqualified. The student's name, DECA Chapter, date, and the speech topic should be identified on the speech. The typed copy of the speech **may** be utilized in the case of a tie only by the judges in the scoring of this competitive event. The student-competitor agrees that the winning entries will be used by Georgia DECA for promotion purposes of the organization. No artwork is to be submitted with the speech. The speech should be type in black and in regular paragraph form.