



business  
communications

WHEN SPEAKING IS MORE THAN JUST WORDS.

**SPEAKOUT**<sup>®</sup>  
PUBLIC SPEAKING COMPETITION



## **BizzComm club background information**

BizzComm (UBC Business Communications Club) aims to foster members' communication skills to thrive in today's competitive world. We emphasize the concept of 'Practice Your Knowledge' by organizing numerous workshops and events for students to learn and explore the world of communication. From speaker sessions to workshops to competitions - we know what is best for our members to reach their fullest potential. We provide opportunities to improve members' skills in networking, negotiation, communication, leadership, and public speaking.

## **SpeakOut Competition background information**

SpeakOut is a public speaking competition organised by the BizzComm club. Our core objective is to improve our attendees' and competitors' oratory skills, as well as develop their ability to speak boldly in high pressure situations.

Competition's additional benefits for audience:

- Audience gets a vote (elects 'People's Choice' orator)
- Corporate attendees; provide an opportunity to network
- Concise event; doesn't require full-day commitment

Competition's additional benefits for competitors:

- Opportunity to be mentored by some of the best orators in industry
- Opportunity to speak before leaders in the corporate world
- Prizes

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## **Event description**

*Divided into two parts; preliminary preparations and actual event execution*

Preliminary preparations

This involves:

1. Signing up participants
2. Briefing participants
3. Elimination round(s)
4. Marketing

### *1. Signing up participants*

Majority of the competitors are Sauder students, supplemented by students from other faculties.

### *2. Briefing participants*

Two briefing sessions are held; the first to prepare competitors for the preliminary round(s) and the second to prepare the finalists.

### *3. Carrying out elimination rounds*

Elimination rounds are open to a limited number of spectators, on a first come-first serve basis. This is due to the room size limitations as well as a need to control costs of food.

### *4. Marketing*

This involves:

- Posters
- Facebook invites
- Promotional video
- One-on-one campaigns

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### **SpeakOut Competition**

Date: Thursday Feb 10<sup>th</sup> 2011

Time: 6pm-9pm

Outline of the event:

- Finalist's Prepared speeches
- Dinner
- Chief guest speech
- Finalist's Impromptu speech
- Judges make decision
- Judges' decision announced

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**What we're asking:**

\$3000

**Benefits of sponsorship**

- Prominent positioning on all BizzComm promotional materials and videos (last SpeakOut video received over 850 views)
- CUS logo included on all BizzComm
- Top logo placement on BizzComm website with link to CUS site
- CUS logo placement on online monthly magazine (sent to approx. 950 people)
- CUS logo on monthly online newsletter (sent to approx. 950 people)
- Opportunity to insert CUS profile in delegate kits
- Verbal recognition during opening events to all BizzComm events

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