

Speaking to Make a Point
Professor Dwight DeWerth-Pallmeyer, Widener University

Nov. 6, 2008

Presented to:
the Delaware Valley Chapter of the
National Association of Church Business Administration

Meeting at
Aldersgate United Methodist Church
2313 Concord Pike
Wilmington, DE 19803
Wilmington, Delaware

What makes one speaker compelling and another dry and boring? In this presentation, Professor DeWerth-Pallmeyer lays out the essentials for effective extemporaneous speaking and persuasion.

The presentation will include non-verbal messages, reading one's audience, and crafting persuasive arguments. It will also address the style of more formal manuscripted speaking, using literary style.