

List of Advanced Manuals

(in alphabetical order) (Please note that different editions of the same manual, may have different timing, objectives, contents, and evaluation guides, e.g. the 2009 edition of the PR manual, is very different from the 1978 edition of the same manual.)

Manual selection criteria: (a) professional interest, (b) personal interest, (c) difficulty of projects, (d) length of projects, (e) your strengths and weaknesses

1. Communicatng on Television (2009)

- AP1: Straight Talk. (3 min +/- 30 sec)
- AP2: The Talk Show (5-7 min)
- AP3: When You are the Host (5-7 min)
- AP4: The Press Conference (spch: 3-5 min, Q&A:2-3 min)
- AP5: Training on TV (spch:5-7 min, playback:5-7 min)

2. The Discussion Leader (1979)

(replaced by the "Facilitating Discussion" manual)

- AP1: The Seminar Solution (20-30 min)
- AP2: The Round Robin (20-30 min)
- AP3: Pilot a Panel (30-40 min)
- AP4: Make it Make Believe (Role-playing) (20-30 min)
- AP5: The Workshop Leader (30-40 min)

3. The Entertaining Speaker (2009)

- AP1: The Entertaining Speech (5-7 min)
- AP2: Resources for Entertainment (5-7 min)
- AP3: Make Them Laugh (5-7 min)
- AP4: A Dramatic Talk (5-7 min)
- AP5: Speaking after Dinner (8-10 min)

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4. Facilitating Discussion (2009)

(replacing "The Discussion Leader" manual)

- AP1: The Panel Moderator (28-30 min, or 22-26 min)
- AP2: The Brainstorming Session (31-33 min, or 20-22 min)
- AP3: The Problem-Solving Discussion(26-31 min, or 19-23 min)
- AP4: Handling Challenging Situations (22-32 min, or 12-21 min)
- AP5: Reaching a Consensus (31-37 min, or 20-26 min)

5. Humorously Speaking (2009)

- AP1: Warm up Your Audience (5-7 min)
- AP2: Leave Them with a Smile (5-7 min)
- AP3: Make Them Laugh (5-7 min)
- AP4: Keep Them Laughing (5-7 min)
- AP5: The Humorous Speech (5-7 min)

6. Interpersonal Communications (2010)

- AP1: Conversing with Ease (10-14 min)
- AP2: The Successful Negotiator (10-14 min)
- AP3: Diffusing Verbal Criticism (10-14 min)
- AP4: The Coach (10-14 min)
- AP5: Asserting Yourself Effectively (10-14 min)

7. Interpretive Reading (2009)

- AP1: Read a Story (8-10 min)
- AP2: Interpreting Poetry (6-8 min)
- AP3: The Monodrama (5-7 min)
- AP4: The Play (12-15 min)
- AP5: The Oratorical Speech (8-10 min)

8. Persuasive Speaking (2009)

- AP1: The Effective Salesperson (8-12 min)
- AP2: Conquering the Cold Call (10-14 min)
- AP3: The Winning Proposal (5-7 min)
- AP4: Addressing the Opposition (Spch: 7-9 min, Q&A: 2-3 min)
- AP5: The Persuasive Leader (6-8 min)

9. The Professional Speaker (2009)

- AP1: The Keynote Address (15-20 min or longer)
- AP2: Speaking to Entertain (15-20 min or longer)
- AP3: The Sales Training Speech (15-20 min or longer)
- AP4: The Professional Seminar (20-40 min)
- AP5: The Motivational Speech (15-20 min or longer)

10. Public Relations (2009)

- AP1: The Goodwill Speech (5-7 min)
- AP2: The Radio Talk Show (speech: 3-5 min, Q&A 2-3 min)
- AP3: The Persuasive Approach (5-7 min)
- AP4: Speaking under Fire (speech: 3-5 min, Q&A: 2-3 min)
- AP5: The Crisis Mgmt Speech (spch: 4-6 min, Q&A:3-5 min)

11. Speak to Inform (2009)

- AP1: The Speech to Inform (5-7 min)
- AP2: Resources for Informing (5-7 min)
- AP3: The Demonstration Talk (5-7 min)
- AP4: A Fact-finding Report (spch:5-7 min, Q&A:2-3 min)
- AP5: The Abstract Concept (6-8 min)

12. Special Occasion Speeches (2009)

- AP1: Mastering the Toast (2-3 min)
- AP2: Speaking in Praise (5-7 min)
- AP3: The Roast (3-5 min)
- AP4: Presenting an Award (3-4 min)
- AP5: Accepting an Award (5-7 min)

13. Specialty Speeches (2009)

- AP1: Speak off the Cuff (5-7 min)
- AP2: Uplift the Spirit (8-10 min)
- AP3: Sell a Product (10-12 min)
- AP4: Read out Loud (12-15 min)
- AP5: Introduce the Speaker (duration of club meeting)

14. Speeches by Management (2010)

- AP1: The Briefing (Spch:3-5 min, Q&A:2-3 min)
- AP2: Appraise with Praise (5-7 min)
- AP3: Persuade and Inspire (5-7 min)
- AP4: Communicating Change (5-7 min)
- AP5: Delivering Bad News (5-7 min)

15. Storytelling (2009)

- AP1: The Folk Tale (7-9 min)
- AP2: Let's Get Personal (6-8 min)
- AP3: The Moral of the Story (4-6 min)
- AP4: The Touching Story (6-8 min)
- AP5: Bringing History to Life (7-9 min)

16. Technical Presentation (2009)

- AP1: The Technical Briefing (8-10 min)
- AP2: The Proposal (Spch:8-10 min, Q&A:3-5 min)
- AP3: The Non-technical Audience (10-12 min)
- AP4: Presenting a Technical Paper (10-12 min)
- AP5: Enhancing a Technical Talk with Internet (12-15 min)