

Public Speaking and Event Planning

# LEADERS BUILDING LEADERS II



# SIGN IN



# BL 1 RECAP

## What We Covered:

- Introduction to NSBE & Leadership Fundamentals
- NSBE History, Structure, and Core Leadership Qualities
- Brainstorming for Leaders in Action Week

## Key Takeaways:

- Leadership is about adaptability, problem-solving, and teamwork.
- Leaders in Action Week will give us hands-on leadership experience.
- Communication and event logistics are crucial for success.



# LEADERS IN ACTION WEEK

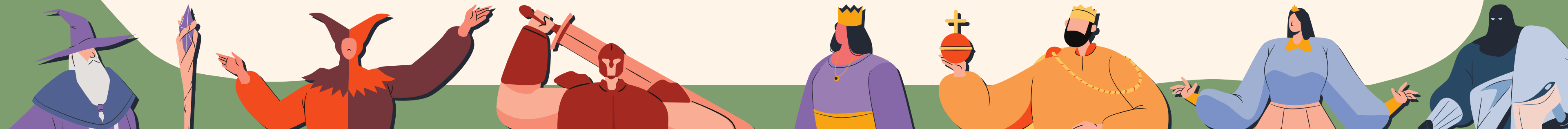
Purpose: Leaders in Action Week is where LBL participants take charge and plan real NSBE events.

How It Works:

- Each team is responsible for planning and executing an event.
- Teams will present final event plans to NSBE leadership for approval.
- The week will showcase professional development, networking, and technical growth.

Key Event Categories:

- Professional Development: Career panels, workshops, resume reviews
- Social Engagement: Game nights, networking mixers
- Community Outreach: Volunteer work, mentorship programs
- Technical Events: Hackathons, Coding Work Shop



# **HOMEWORK UPDATE**

- **Assignment from Session 1:**
  - **Meet with at least two executive board members in positions you are interested in**
  - **Ask them about their roles, responsibilities, and experiences**
  - **Write a 2-3 sentence summary of what you learned**
  - **Submit via email with the subject line “LBL Homework 1”**
  - **Due Date: Is now the day of session 3**
- **Discussion:**
  - **What did you learn from your conversations?**
  - **Did anything surprise you?**
  - **How did this influence your thoughts on leadership?**





# ICEBREAKER

## WHAT TYPE OF LEADER ARE YOU?

Take this Leadership Quiz • Types of Leadership Styles:



- Transformational
- Servant
- Democratic
- Autocratic
- Laissez-faire

Discuss The Results With Each Other

# WHAT MAKES A GREAT LEADER?

- **Core Leadership Qualities:**
  - Communication
  - Adaptability
  - Decision-Making
  - Confidence
  - Empathy
- **Discussion:**
  - Think of a leader you admire—what makes them effective?
  - How can you implement these traits in your leadership role?

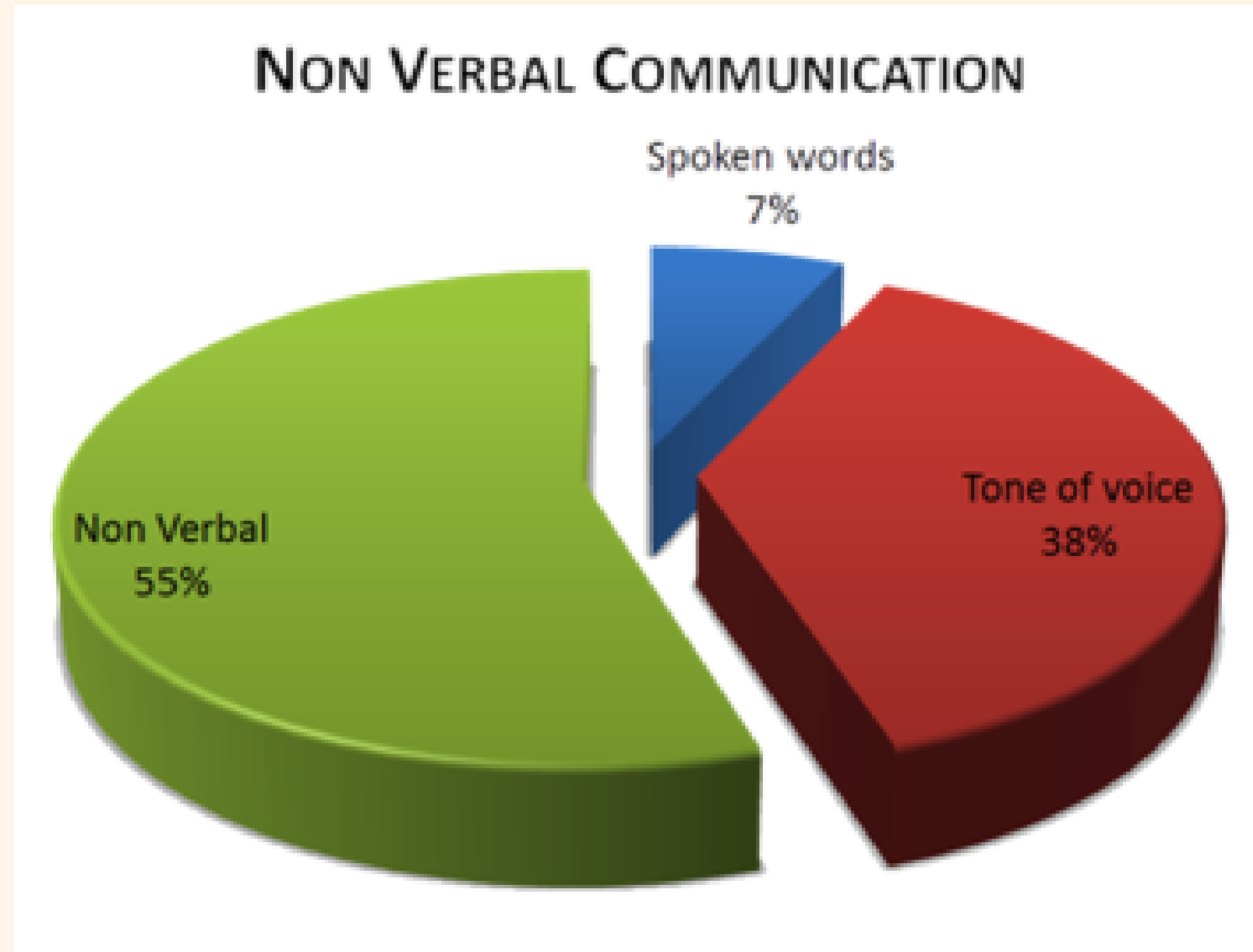


# PUBLIC SPEAKING

- **What Makes a Strong Public Speaker?**
  - **Clear and confident delivery**
  - **Engaging body language**
  - **Persuasive tone and vocal variety**
  - **Connecting with the audience**
- **The 3 P's of Public Speaking:**
  - **Preparation: Know your content, practice delivery, anticipate questions**
  - **Projection: Speak loudly and clearly, use controlled breathing**
  - **Presence: Maintain eye contact, use purposeful gestures, command the room**



93% of our Communication is Non-verbal



# Low Power

- Contracted
- Head Down or Bowed
- Shoulders Rolled



# TECHNIQUES AND PRACTICE

- **Body Language & Nonverbal Cues:**
  - Stand with confidence (good posture, open stance)
  - Use hand gestures to emphasize key points
  - Avoid distracting habits (fidgeting, looking down, crossing arms)
- **Voice Control & Engagement:**
  - Vary pitch and tone to maintain audience interest
  - Use strategic pauses for emphasis
  - Adjust speed—speak neither too fast nor too slow



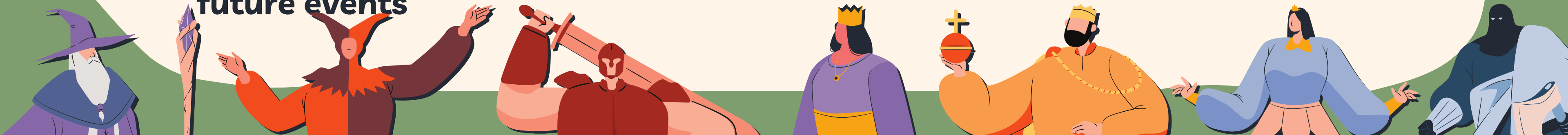


# MINI ACTIVITY

- A select amount of participants will be given a prompt on the spot and will have 30 seconds to present it in an educational and performative manner.

# THE ART OF EVENT PLANNING

- **Event planning is more than just picking a date and location. It's about creating a structured experience that runs smoothly from start to finish.**
- **Key Components of Event Planning:**
  - **Vision & Objectives:** What is the purpose of the event? What should attendees gain from it?
  - **Logistics & Coordination:** Managing venues, guest lists, scheduling, and programming
  - **Marketing & Promotion:** Ensuring the event is well-advertised and reaches the right audience
  - **Execution & Problem-Solving:** Handling challenges on the spot to ensure the event's success
  - **Post-Event Evaluation:** Gathering feedback to measure impact and improve future events



# EVENT PROGRAMMING – MINUTE-BY-MINUTE PLANNING



- **Why It Matters:** Having a structured minute-by-minute schedule ensures smooth execution and accountability.
- **Key Elements of Programming:**
  - **Event Opening:** Who is welcoming the guests? What is the first impression?
  - **Segment Timing:** Ensuring each part of the event has a defined time slot
  - **Transitions & Flow:** How to smoothly transition from one activity to another
  - **Speaker & Performance Slots:** Scheduling time for speeches, awards, or entertainment
  - **Breaks & Networking Time:** Allotting time for attendees to engage and connect
  - **Closing Remarks & Wrap-Up:** Ending the event on a strong and memorable note



# EVENT LOGISTICS PLANNING

- Budget: Determine costs for venue, food, materials, marketing. Prioritize essential spending.
- Venue: Book location, confirm capacity, and set up logistics (seating, audio/visual, decorations).
- Marketing & Promotion: Flyers, social media strategy, word-of-mouth, email lists.
- Scheduling & Execution: Timeline for event milestones, team assignments, and contingency plans.



# BUDGETING

- Why Budgeting Matters: Every event has expenses, and smart budgeting ensures financial efficiency.
- Key Budget Areas:
  - Venue Rental – Cost of space, deposit requirements
  - Food & Catering – Meal expenses, drinks, snacks
  - Marketing & Promotion – Flyers, social media ads, banners
  - Guest Speakers & Entertainment – Honorariums, travel fees
  - Decorations & Materials – Signage, table settings, props
  - Miscellaneous Costs – Last-minute purchases, emergency funds
- Budgeting Tips:
  - Get quotes early to avoid overspending
  - Prioritize needs over wants
  - Always allocate emergency funds
  - Track expenses in real-time to avoid financial surprises

# MARKETING

- Why Marketing Matters: An event is only successful if people attend!
- Key Marketing Strategies:
  - Social Media Promotion – Create event pages, use trending hashtags
  - Flyers & Posters – Place in high-traffic areas on campus
  - Word-of-Mouth & Personal Invites – Have members personally invite peers
  - Email & Newsletters – Send updates to listservs
  - Partnerships & Collaborations – Team up with other student orgs for more reach
- Marketing Timeline (Example):
  - 4 Weeks Before: Create branding, finalize event details
  - 3 Weeks Before: Start online and in-person promotions
  - 2 Weeks Before: Focus on engagement, RSVP confirmations
  - 1 Week Before: Final push, reminder emails, final graphics
  - Event Day: Live updates, social media engagement



# EXAMPLE PROPOSAL

This event proposal is for our  
Spring 2026 Banquet

