

611 PRESENTING AN AWARD OR GIFT

On occasion you may be asked to present an individual with a special award or gift and at that time you will want to know the correct procedure for doing so.

Such a speech must originate from the heart. However, a few rules for organizing a speech are as follows:

1. Who is receiving it?
2. Why is it being given, and is it an award? If so, what special conditions govern the contest? Is it a gift, honor, or donation? How is it earned, deserved or needed?
3. What has the recipient done to win or deserve it? Here, specific incidents or examples should be presented.
4. What is the gift, and how will it be a benefit to the recipient?
5. Does the recipient know he is to receive it and will he know what it is?
6. Does the audience know what is being presented and will they have contributed to its purchase?

With the above information you are now ready to organize your speech of presentation. However, please bear in mind always that your talk should have:

1. An attention getter.
2. A body.
3. A good ending.

A formula which can be used is as follows:

1. Talk first about what is being presented.
2. What is the history of the award or the source of the gift?
3. Who has made the award or gift possible?
4. What is the significance of the award or gift to the recipient?
5. Describe the reason for presentation and relate these reasons to indicate how the recipient has earned or deserved it.
6. Finally, if it is an award, announce the name of the recipient.

