

April 1987

**TO: Executive Addressed**

**FR: James E. Lukaszewski, APR Chairman**

**RE: Putting Power in Your Public Appearances: Your Rights as a Public Speaker**

Public speaking, speechpower, is the most common form of communications in American business. Being comfortable, understanding and setting communications objectives, and communicating effectively are challenges every executive faces, every day. Part of the secret of successful public speaking is to know and exercise your rights as a public speaker.

Here is a partial list. You have the right to:

- Be properly introduced (provided you have drafted an appropriate introduction).
- Set the length of time you will speak (no matter what the requesting organization or situation demands).
- Determine if you will have a question and answer session following or during your talk.
- Decide if you will use visual aids and to have them properly displayed.
- Know to whom you are speaking and what their interests and ideas are.

This partial list of rights should help you and other executives from your organization make more effective presentations. But, you have the obligation to communicate clear and relevant messages and test the audience's response.

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