

# Public Speaking for Campaigners

## Candidate Training Afternoon 2025

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# Session Overview

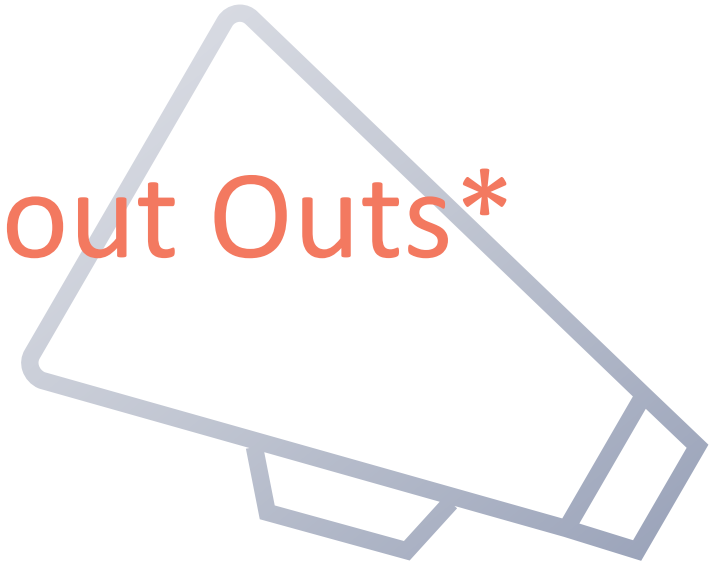
- Canvassing Tips
  - Getting ready for public speaking
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# Canvassing Voters



Lecture Shout Outs\*

Endorsement Meetings



**\*Remember to get the Lecturer's permission first!**

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# Canvassing Tips

## **Say your name, then say it again!**

- Let them know who you are + why you're here
- Make sure they remember your name – give them a leaflet

## **Keep it snappy**

- Be efficient at getting the message across – try and speak for no more than 2 minutes
  - Get your key manifesto points across
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# Canvassing Tips

## What is an Officer?

- They might not know how the Guild works, so be ready to give some background info

## Avoid Yes/No questions:

- Instead of asking “Have you voted?”, try + find out what they care about, and strike a conversation up from there
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# Canvassing Tips

## Remind them of Preferences

- If they say they're already voting for someone else, remind them of preferences
- They might be putting someone else first but they could put you second or third - **Preferences matter!**

## Use our Stats

- “Only 10% of students have voted, are you sure you've cast yours?”
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# Canvassing Tips

## Connect with your audience

- Try + find common ground – think about what qualities you have that may speak to them or what issues this person/group may care about
  - Let your passion show – why should they vote for you
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# Canvassing Tips

- **Be yourself**
    - Be comfortable with your own unique voice
    - What makes you stand out?
  - **No one's perfect**
    - Accept that things may go wrong
    - Don't fixate on mistakes, move onto the next one!
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Do you have any strategies you use when  
preparing for public speaking?

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## Rehearse, Don't Memorise

- Try not to learn a script word for word
- Be flexible + adapt to your audience

## Practise on Someone

- This will help you feel more comfortable
  - Get feedback on your performance
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## Move Around

- This helps keep your audience's attention
- Emphasise key points with movement

## Keep Your Eyes Up

- Try + keep eye contact about 50% of the time
  - Pay attention to the audience's reactions
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# Pace Yourself

- We might rush to get things over with
  - You have time, the audience are with you
  - Take a breath, focus on your feet on the floor –  
*ground yourself*
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# Remember

- **Be yourself**
  - There is **no “right” way** to be a good public speaker + campaigner
  - Everyone gets **nervous** + makes mistakes, but don't let this define you
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## ● **Candidate Training Afternoon**

**Wednesday 26th February, 13:00-17:00 – Elizabeth Gidney Room,  
Guild Building**

A crash course in becoming a candidate! From creating the perfect video to Campaigning 101, we're on hand to offer all the support you need to be Elections Week ready.

**13:00-13:30 – Get to Know the Guild**

**13:30-14:15 – Campaigning 101 - Part 1**

**14:15-14:30 – Break**

**14:30-15:15 – Campaigning 101 - Part 2**

**15:15-15:45 – Public Speaking for Campaigners**

**15:45-16:00 – Break**

**16:00-16:30 – Manifesto Masterclass**

**16:30-17:00 – Graphic Design 101**