

# PUBLIC SPEAKING CLUB

## **PUBLIC SPEAKING CLUB**

### **Introduction**

SBS Swiss Business School instituted the Public Speaking Club for the university community to challenge students to become passionate about honing their communication and public speaking skills. The main focus is on fostering self-confidence, eloquence, and effective delivery with a captivating stage presence. The club offers a supportive and inclusive environment for students to develop their public speaking abilities through a range of activities and workshops. Also, regular speaking events and competitions are organized to provide valuable platforms for members to showcase their talent and to receive constructive feedback. By joining the Public Speaking Club, students not only gain valuable communication skills but also build lasting connections and friendships with like-minded individuals who share a common passion for public speaking.

### **2023 Public Speaking Competition**

The SBS Swiss Business School's Public Speaking Club competitions were organized with great enthusiasm and witnessed active participation. The main objective of the event was to provide a platform for aspiring student public speakers to showcase their skills, gain experience, and receive recognition for their efforts. The competition highlighted the creativity, innovation, and communication skills of the eleven talented participants.

Participants showcased their oratory skills and their ability to captivate the audience. Each participant delivered a well-structured and impactful speech on a chosen current affairs topic, covering subjects such as "The Power of Manipulation," "The Power of Kindness," and "Technology Replacing Humans." The speeches inspired the audience with their insights and powerful delivery.

The judging panel evaluated the speeches based on criteria such as content, delivery, and audience engagement. Results of the competition are displayed in the table below.

	<b>FIRST</b>	<b>SCORE</b>	<b>SECOND</b>	<b>SCORE</b>	<b>THIRD</b>	<b>SCORE</b>
<b>PUBLIC SPEAKING</b>	Summaya Abdul Munah	<b>86</b>	AKsa A. Reji	<b>75.5</b>	Ahmed Sy	<b>74.5</b>

Other competitors in the event were Aesha Ridwana, Mohammad Fazal, Aimal Iqbal, and Yaqoob Mohammad.

### **Awards and Prizes**

The Chairman of Al Tareeqah Management Studies (ATMS) and the SBS Swiss Business School branch campus has instituted "The Chairman's Award" to honour deserving students. Cash prizes of 1000 AED, 500 AED, and 250 AED, along with mementos and certificates of participation, were awarded by this scheme to the top ranking participants respectively.

### **Guest Speaker**

The event featured a guest speaker, Mr. Mohammed Hendy, Managing Director for SMB Real Estate and a networking specialist, who spoke on "**The Need to be Market Ready**" and "**The Cash Flow Quadrant.**"

### **Event Crew**

The students were motivated to participate in the organization of the event by taking responsibility of some key functions as shown below.

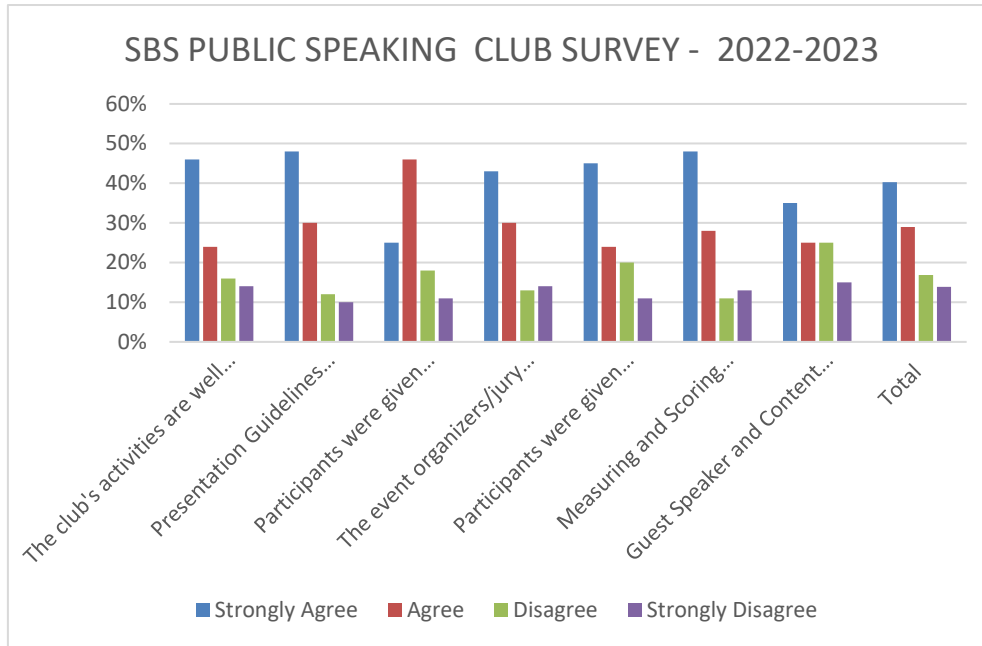
<b>Convener</b>	Mrs. Gulnara Tavsultanova.
<b>Jury members</b>	Mr. Mohib Ullah, Mr. Obed Asamoah
<b>Time Keeper</b>	Ms. Miriam Damak
<b>Media Team</b>	Abel Johnson, Meraj Muhammad Akram, Varun Parayil, and Natasha Lamri

### **Feedback and Responses**

The students and participants highly appreciated the event and rated it as a valuable development opportunity. They expressed their desire for such events to be consistent and regular, requested jury feedback after presentations, and suggested improvements to the reward system.

Although the positive feedback is resounding, the following are a few areas that could be improved to enhance the overall experience for participants and attendees in the next academic year.

<b>SBS PUBLIC SPEAKING CLUB SURVEY - 2022-2023</b>				
<b>Indicators</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
The club's activities are well informing and aligned with students' developmental program	46%	24%	16%	14%
Presentation Guidelines were well spelt for participants	48%	30%	12%	10%
Participants were given ample time to prepare for competition	25%	46%	18%	11%
The event organizers/jury were skillful and displayed expertise	43%	30%	13%	14%
Participants were given adequate time for presentation	45%	24%	20%	11%
Measuring and Scoring Tools for competition were effective	48%	28%	11%	13%
Guest Speaker and Content were impactful	35%	25%	25%	15%
Awards and Prizes for competition were motivating	32%	25%	20%	23%
<b>Total</b>	<b>40.25%</b>	<b>29.00%</b>	<b>16.88%</b>	<b>13.88%</b>



### Areas for Improvement

Based on the survey outcomes, the following have been noted as areas to be improved on for the club's activities in the ensuing academic years.

<b>Areas for improvements</b>	More diverse and challenging speech topics to encourage deeper engagement and exploration of different subject matters.
	Incorporation of more interactive elements, timely feedback and responses to speakers as well as audience involvement during the speeches to enhance the overall experience and create a more dynamic atmosphere.
	Improve on the guidelines and criteria for judging to ensure consistency and transparency in the evaluation process.
	Implementing a more comprehensive feedback system that includes individualized feedback sessions or written evaluations to provide specific areas of improvement for each participant.

	Improve on the award packages for future events
	Time management and control needs to be enhanced to help encourage future participation and participants deliveries
	Institute pre-event screening and practice sessions to enhance effectiveness
	Creation of event theme for next academic year

**Conclusion**

The Public Speaking Club’s competition was a resounding success. The cash prizes, mementos, and certificates awarded to the winners served as tokens of recognition for their outstanding performances. The feedback received will be considered for future events to ensure continuous improvement. The organizers extend their gratitude to all the participants, guests, jury members, and volunteers who contributed to the success of the event, especially Dr. Hemant Kumar (Chairman of branch campus) and Mr. Jaison James (Marketing & Communication Head) for the belief they have for youth empowerment and self development. Our heartfelt congratulations to all the participants for their remarkable efforts and thanks to the judges and volunteers, who made this event possible. We look forward to organizing more such events in the future to foster skill development and effective communication among individuals.