



**PRESENTS**

# **PUBLIC SPEAKING**

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*Presenting your vision for a new skatepark can be nerve-wracking for many. Being prepared with a simple, well-crafted message will keep you on track to deliver a precise and concise description of who you are and what you want.*

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## PUBLIC SPEAKING

Speaking in front of groups is, for some people, a terrifying experience. Here are a few tips you can use to make sure your speech goes well for you and your listeners:

- Arrive early to check the place out. The more comfortable you are in the environment, the better you'll be at focusing on your materials.
- Prepare your presentation for the audience. Anticipate their needs (why are they there?), and tailor your message to offer solutions.
- Be familiar with your speech. Read it to yourself or your colleagues to gather feedback and edit out redundant phrases.
- Speak clearly and project outward. Don't bury your face in your papers or talk to the floor.
- Focus on what you're trying to say, not how you say it. The message is the important thing, not whether you're a great public speaker.
- Don't try to wing it. There's no reason not to read directly from a sheet if doing so will help you deliver a powerful message.
- Keep the language positive yet firm and knowledgeable.

The Sample Presentation Speech below should give you a good idea of what a concise, positive skatepark presentation may sound like. If you choose to use the sample as a framework for your own delivery, modify it to suit your own language, mission, and references to specific things.

(NOTE: The all-capital headlines are not to be read aloud. Instead, they're useful reminders of where you are as you read the smaller copy.)

## **INTRO**

I'd like to talk for a few minutes about an opportunity to collaborate on a gathering place that everyone will take pride in: a gathering place that caters to our city's diverse interests which features a world-class skateboarding facility at its core, right here in this park.

## **ABOUT THE GROUP**

Our group is called Super Skateparks. We bring decades of experience in the skateboarding industry and work directly with kids in a professional capacity. Most of us have been skateboarding in the region since the 1980s. We're familiar with skate culture and understand first-hand what these young athletes face in pursuing their sport. These skateboarders are our kids and friends, and we want them to have a great place to go where they are safe and welcome.

Our group has committed to a program with the local parks department to inspect and maintain our existing skateparks. We're also planning workshops for beginning skaters to learn the basics in a non-intimidating setting. There's much more to do, and we've seen the commitment that your organization has for its skateboarding youth in the past, so we're turning to you again for your support.

## **WHAT IS?**

What is a great skatepark? It's a perfect balance of three things: Design, Construction, and Location. We are collaborating with skateboarders, park planners, and the community to address these three aspects to create a place that everyone will want to use: a beautiful public park catering to diverse interests that features a great skatepark which will be known for its quality in design, presentation, and integration into the greater public space.

## **DESIGN**

A skatepark's design should always exceed the needs of the area's skateboarders. The new skatepark in our town will be professionally designed and meet the needs of the community, as well as be able to sustain competitions and professional skateboarding tours. We will work with professional councils and the community at large to make this park the envy of the region.

## **CONSTRUCTION**

Skatepark construction needs to be performed by experienced craftsmen who are intimate with the special needs of skateboarders. We have direct contact with the world's best skatepark construction firms and we will involve them at every stage to ensure we create a facility that the whole community can be proud of.

## **LOCALE**

The Location of a skatepark should be visible not just to law enforcement but to the community. Skateboarding is an exciting and fascinating sport. It's no

wonder that it's the fastest-growing athletic activity among today's youths. A challenging skatepark can provide the necessary facilities for our kids to be incredible athletes...and they will be! We don't want to isolate this skatepark in some remote corner. Rather, it will be the cornerstone of McKinley. This will allow our skateboarders to mix freely with their neighbors and foster a sense of belonging that is absent in so many other skateparks in the region.

### **SKATING**

We're proud that your organization considers skateboarding a positive and healthy option for its youth. We can get the kids off their Playstations and into the parks where they belong. As a community, we won't shy away from our kids or exile them to back-corners of parking lots or remote fields. Every year there are more and more skateboarders, yet many communities continue to turn their backs on them. We don't want to be those people!

### **BEST PARK**

The best public spaces are inclusive. That is, they invite the whole community to come together and interact. We see the new skatepark residing in that kind of space. A small portion of the park will feature a skatepark to serve as a cornerstone to the wider social interactions and dialog among all the park visitors. The park will welcome its skateboarders as important members of the community as well as people with other interests: bikers, younger children, pea-patch gardeners, bird watchers, and so on. It will reflect the (urban) diversity that we're so proud of.

### **PROBLEMS**

The world-class skatepark we're working for is designed for beginning-to-advanced athletes and will feature adjacent elements not found at other beginner-level parks. Our new park will invite community interaction by including amphitheater-style seating, picnicking and barbecues, a climbing wall, a small stage, public gardening, bird habitat, and a playground. Although other nearby skateparks are important, none fully integrate other community activities in the surroundings. One park is partitioned off into a remote portion of a parking lot, while another sits detached in a field. We are planning the perfect city park designed to bring the whole community together.

### **THANKS**

We want to thank your organization for showing great initiative and commitment in the past. We would like your experience and expertise in continuing on this important path. Together, we'll provide a positive, safe place for the neighborhood skaters to participate in this incredibly popular sport.

That's our vision for the new skatepark. We'd like to approach this topic as a healthy dialog, to share our concerns and prove our commitment to offering healthy, safe choices for our kids.

