

# Make It Memorable

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## WHAT'S COVERED

In this lesson, you will learn more about how to make your speech resonate with your audience. Specifically, this lesson will cover:

1. Make It Memorable

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Remember that the goal of an informative speech is to inform the audience. Ideally, not only are they informed while you are speaking, but they actually retain that information after you have left the podium. In order for this to happen, you have to make your speech **memorable**.

There are multiple ways to make your speech memorable. One way to do this is to repeat the key information that you want the audience to remember. This means repeating important information, within reason, throughout the speech. Lay out the important keys in the introduction of the speech, reiterate them in the body of the speech, and then repeat them again in the conclusion.

Another way to make your speech memorable is to use visual aids. Visual aids have the advantage of providing the information of your speech in an easily digestible form. In addition, visualizations have the ability to be uniquely captivating. Having an attractive visual can get the attention of the audience and improve the chances that they will remember the information contained in the visualization.

Though there are many ways to make an informative speech memorable, another way is to let yourself be engaged in the presentation of the speech. Demonstrating your own excitement by the speech's topic has the possibility of drawing in the audience. If the speaker seems uninterested in the speech, then why should the audience be engaged? Therefore, let yourself be absorbed and excited by the speech, which might lure in the audience and make the speech more memorable.

These are just a few ways to make your speech memorable. Remember, the goal of making an informative speech memorable is to increase the likelihood that your audience will walk away informed. Using visual aids and repetition of key points are two strategies to use in order to deliver an effective informative speech.



## TERM TO KNOW

### Memorable

Worthy to be remembered; very important or remarkable.



## SUMMARY

In this lesson, you learned some techniques you can use to **make your speech memorable**, such as incorporating visual aids and repeating key points. Making your speech memorable is important because it increases the likelihood that the audience will walk away informed.

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