

2. The *body* of your speech presents your arguments, demonstrating why each proves the strength of your case.
3. The *conclusion* demonstrates that you have met your objectives. It reminds the audience of what you said and why it mattered.

Sometimes this process is described as:

1. tell them [the audience] what you are going to tell them (Introduction)
2. tell them (Body)
3. tell them what you told them (Conclusion)

All three parts of your speech should refer to the same material, with the introduction and conclusion outlining it briefly and the body dealing with your points in greater detail. The exact way you deliver each part of the speech may vary depending on your personal style, the audience's likely level of knowledge of the subject, and what has been said by previous speakers. However, your speech still needs to contain each of these three elements.

Let's be quite emphatic about the importance of having a clear structure. If the adjudicator cannot follow the points you and your team are making you *will* lose the debate. It's that simple.

Introductions and Conclusions

The introduction and conclusion of a speech provide your audience with mental “hangers” on which to drape the points you will make. If the order of the arguments you make in the body of your speech corresponds to the “hangers” you’ve set out in your introduction, it’s easier for the adjudicator to hang them up. If the order is replicated in your conclusion, it’s easier for her to take them down again when she heads off to make a decision.

The difficulty the debater faces is remembering that, although everything is clear in her own mind, the adjudicator has no idea what she’s likely to hear because she hasn’t heard it yet. Consequently, carefully organized introductions are important in helping the judge see the big picture—the case the debater intends to present. Similarly, the debater may assume that all of her arguments tie together to prove her case, but the adjudicator is likely still considering them individually because that’s how they were set out. An effective debater uses her conclusion to demonstrate not only that the pieces of the puzzle fit together but that, when you stand back from it, the picture is the same as the one set out in the introduction. This may sound blindingly obvious but, were it that easy to grasp, far