

TELLING THE STORY  
PROCEDURE  
TO STIMULATE INTEREST

5/30  
7/1/24

PREREQUISITES

To stimulate interest may apply to stimulating general interest or specific interest.

The classification of "general interest" refers particularly to the interest of gatherings of individuals representing different or diverse industries such as would be found at meetings of:

Rotary or Kiwanis Clubs  
Civic Organizations  
Advertising Clubs or Associations  
Purchasing Agents Associations  
Chambers of Commerce.

The classification of "specific interest" refers particularly to the interest of gatherings of individuals of a particular industry or part of a particular industry such as would be represented in a Trade Association.

The procedure is the same for either "specific" or "general" interests. It is only in the talk itself that any real difference exists.

The procedure given "to stimulate interest" should not be confused with the procedure "preliminary to obtaining a request."

The procedure given is the same whether the talk is given in or outside Washington.

While these instructions are written for any member of the Division of Simplified Practice, the function of "Telling the Story" is usually, though not solely, assumed by the Chief or Assistant Chief of the Division.

ON RECEIPT OF REQUEST, "TO TELL THE STORY"

The request is presumed to come from a responsible source.

Check proposed date or dates with date book kept in the office of the Administrative Assistant of the Division.

Note conflict or proximity with commitments made.

If date is not definite see if it is possible to combine travel with other commitments.

Consult Chief of Division as to advisability of acceptance.

Distance requiring large expense and conflict of dates may preclude acceptance.

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ON RECEIPT OF REQUEST TO TELL THE STORY - continued

Check following items as to necessity and as to whether the necessary information is given or known:

Date  
Place - City and address of meeting place  
Time of meeting  
Other speakers, if any, and subjects of their talks  
Position of Division's representative on program  
Time allowed for talk  
Character or purpose of meeting - Business; Social; Regular; Special - for what purpose; Dinner; Formal or informal  
Character or class of individuals attending  
Character of room  
Facilities and provision for projection lantern and means for darkening room for daylight meeting.

Write letter of acknowledgment and acceptance, requesting information needed, state clearly the title of your subject and the full name and title of the speaker.

PRELIMINARY PREPARATION

Decide who is to give the talk.

While the chief or assistant chief of the Division usually gives all talks of a general nature, other members of the Division are and should be called upon occasionally.

Determine length of talk.

If time is not limited, use the following schedule of maximum times in determining the time to take:  
Luncheon meetings - 30 minutes  
Dinner meetings, with lantern slides - 45 minutes  
Dinner meetings, without lantern slides - 30 minutes  
Evening meetings, only speaker, with slides - 60 minutes  
Evening meetings, 1 or 2 speakers, with slides - 45 minutes  
Evening meeting, 1 or 2 speakers, without slides - 30 minutes

Determine if lantern slides may be used.

Lantern slides should be used wherever possible.  
"Selling" by the eye as well as the ear is best practice.

Make all determinations on the basis of using lantern slides.

Write out talk in manuscript form.

Divide talk into three parts:

1. Introduction
2. Examples and outline of what has been done
3. Conclusion.