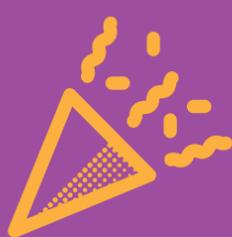


The *Ultimate* Cheat Sheet to a *New Year's Eve* T O A S T



YOU PLAY HOW YOU PRACTICE

Practice in front of a mirror and to your close friends to help memorize your speech and ultimately boost your confidence. Speak clearly, make eye contact and revel in the moment - don't forget these are your friends and they are genuinely interested in what you have to say.



KNOW YOUR AUDIENCE

Consider who will be in attendance and write your speech with them in mind. While your close friends may laugh at a funny anecdote, coworkers may want to hear a brief (very brief - 60 seconds!) recap of the success of the company.



CAPTIVATE THE CROWD

Invest the audience in your speech by taking them on an exciting and emotional journey. Begin with something light and funny to capture their curiosity but don't try too hard - nothing is worse than a joke gone wrong. Also avoid arrogance - Keep it light, pertinent and close with a sentimental wish of good cheer



KEEP IT SHORT AND SWEET

A typical New Year's Eve toast should never exceed 60 seconds. Give time to those who want to hug and kiss and enjoy the ball dropping at midnight.



SKIP THE 'CLINK'

Despite popular belief, the correct protocol at the end of a toast is to raise your glass towards the middle of the table, or towards the speaker. While it is perfectly fine to clink glasses if someone reaches towards you, refraining from the banging of beautiful crystal is certainly another polite option.