

## **Add Meaning with Metaphor: Improve your Speeches with the Most Powerful Figure of Speech**

Metaphor is among the most powerful figures of speech. Some metaphors are so well-worn, we no longer notice that we're using them. Others are tossed off in a sentence when they might have served as a durable thematic device. Speechwriters are bound to fall in love with at least a few metaphors that may work against your speech or speaker, rather than with them. How do you choose wisely?

This workshop is designed to help public speakers and speechwriters improve their use and understanding of this important figure of speech.

- Why metaphors get your points across and how they work on your audience, compared to their cousins, simile and analogy
- Metaphoric disasters and wins: Lessons to heed and ideas to steal for your next speech
- Why conferences like TED are encouraging speakers to make more use of metaphor
- Why and how you should test metaphors after you fall in love with them, but before you put them to use
- Un-mixing metaphors and other fixes for metaphor users
- Cross-cultural considerations when using metaphor with global audiences
- Extending use of metaphor throughout an entire speech, from words to visuals
- Pitching your speaker to advocate the use of metaphor

You are encouraged to bring with you an existing speech or script that lacks metaphor or uses it only briefly for a "metaphor makeover" exercise. You'll learn how metaphor can enhance the speechwriting you're already doing.

By taking this workshop, you'll gain an expanded array of metaphors to consider or avoid for future speeches, and a stronger sense of when and how to deploy metaphor in speeches. Participants will get a curated list of books and resources to build their metaphor bookshelf for future reference.

## Who should attend?

This seminar is suitable for anyone who writes speeches or presentations – whether you're just starting out and want to learn the tricks of the trade, or you're a seasoned professional on the lookout for new techniques and insights to add something extra to your writing.

**Denise Graveline**, a Washington DC-based speaker coach and author of *The Eloquent Woman blog*, will lead the workshop.

Graveline is a former journalist and communications leader who has coached nearly 150 speakers for talks at TEDMED and various TEDx conferences, as well as speakers at Fortune 100 and 500 companies, the U.S. federal government, universities, and nonprofit organizations. She chaired the 2013 European Speechwriter Network conference in Brussels.

## Feedback from attendees at Denise's previous workshops:

"I found her instruction clear and insightful, her tips useful and her presentation style engaging." - Rachel Coker, director of research advancement, Binghamton University

"Learned a lot about improving my speaking techniques today from @dontgetcaught." - Luis de la Rosa, director of iOS engineering at Capital One bank

"My talks were extremely well received, something which I attribute significantly to Denise's help. In the workshop, I defined what eloquent meant to me as "poised", which is exactly the word a conference organiser used to describe me on stage. I recommend Denise wholeheartedly..." - Cate Huston, former Google engineer

"Denise is a natural at training, making things clear when they had seemed muddled, simple when they had seemed difficult." - Kate Perrin, CEO, Professional Solutions

"[Denise] encouraged us to script it out and rehearse, rehearse, rehearse. I also tried to think of the whole thing as a building story." - Ann Davison, Chair, US Public Affairs & Crisis practice, Burson-Marsteller

"Immediately after the talk I had some great feedback – both on twitter and in real life. I even got asked if I had given it as a TED talk – and that I should. I was really chuffed by this - I was aiming for the "TED Quality" talk that Denise had highlighted in her workshop." - Dr. Lucy Rogers, writer and engineer