

Speeches with impact: how to write speeches that get a message across

If you wish to persuade me, you must think my thoughts, feel my feelings, and speak my words.

Cicero

In this one-day workshop you will learn how to make your speeches more memorable, persuasive and easy to listen to.

We'll focus on how to embellish them with compelling stories, appropriate anecdotes, striking quotations, unusual examples and intriguing statistics.

The first step when you write a speech with impact is to know your public. Who are they? What do they know? What do they want to know?

The next step is more complicated: which words, which examples, which facts and figures speak best to this specific audience in order to persuade them, to enthuse them, to encourage them to act?

Giving a speech is not about dominating the audience. It's about getting your audience to believe something, to make a choice or take an action that you want.

- You will see and learn why Nixon introduced his dog Checkers to convince people that he was not a crook.
- Why Ronald Reagan choose the line 'to touch the face of God' from the poem High Flight to express the nations grief after the Challenger disaster.
- Why the sigh of Dutch queen Beatrix after the attack on her family was more eloquent than a thousand words.
- And why the speeches of Boris Johnson convinced the UK to vote for Brexit....

You will learn:

- How to amplify your message
- How to make the abstract concrete
- How to humanise facts and figures

The workshop will be highly interactive, with lots of video clips and other examples of what works and what doesn't work. Theory and practice will be combined throughout, with plenty of opportunity for discussion.

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Who should attend?

The workshop is aimed at speechwriters who want to learn new skills or refresh their existing ones.

The trainer



20 years ago, Renée Broekmeulen was one of the first official speechwriters in de Dutch civil service when she started writing for the Minister of Education, Science and Culture.

Together with the other pioneering Dutch writers she developed a training course for government speechwriters.

She founded her own company 12 years ago and she has trained hundreds of professionals who now write for politicians, managers, mayors and CEO's.

Renée is also one of the driving forces behind the active Dutch network *'t Doode Paerdt* and her own speechwriting clients include cabinet ministers and media magnates.