

Writing speeches that get the message across (especially when your speaker is not one of the Obamas)

Not everybody has the ethos, the charm, the charisma of an Obama.

And of course, not everybody had the good fortune to write speeches for somebody who knows how to combine rhythm with reason, passion with poise and message with mojo.

We have to work with what we have.

With speakers who have the passion of a Scandinavian, the modesty of an Italian, the flair of a Dutchman, the humour of a German and the (European) community spirit of a Brit.

But it is possible to meet this challenge!

In this one-day workshop you will learn how to make their 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 most important step to write a speech with impact for a non-Obama, 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.

In our own European way.

How do you do that? What tricks do you use?

For example:

- How do you use and tell an effective anecdote?
- How do you make the abstract concrete?
- How do you 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.

You will learn:

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

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 Paerd* and her own speechwriting clients include cabinet ministers and media magnates.