

## **Writing in Washington : Lessons for crafting strong speeches**

*with Stephen Krupin, former White House speechwriter for President Obama*

Speechwriting is more than just writing a speech.

It's learning, thinking, researching, interviewing, translating, collaborating, storytelling, persuading, refereeing, editing, rewriting, and coaching. Then, with each new topic or speaker, it's doing them all over again.

How do you do more than survive the cycle -- how you do come to love it?

Stephen Krupin has written for a U.S. President, Secretary of State, and Senate majority leader. Today he writes for CEOs, advocates, politicians, and celebrities, and teaches the postgraduate speechwriting course at Harvard. He likes speechwriting. A lot. And in this interactive workshop, Stephen will share the joys of the job through the lessons he's learned.

We will discuss in detail how speechwriters do what we do, why it works, and why it matters to our audiences. You'll be introduced (or reintroduced) to techniques that make speeches sing and principles that make them successful. You'll read real-world examples and participate in exercises that will improve your writing -- and your writing process.

Speech assignments always come with deadlines, and those deadlines are often short. In this workshop you'll get the chance to pause, reset your writing habits, and return to your keyboard with new energy for shaping and sharing messages that move people.



### **The Trainer**

Stephen Krupin served in the White House as a senior speechwriter to President Barack Obama, as director of speechwriting on Obama's re-election campaign, and as chief speechwriter to Secretary of State John Kerry and U.S. Senate Majority Leader Harry Reid.

He leads the Executive Communications practice at the public affairs and political consulting firm SKDKnickerbocker, where he helps elected officials, nonprofit leaders, and C-suite executives succeed from behind the podium and in front of the camera. Stephen also teaches speechwriting as an adjunct lecturer at Harvard University's Kennedy School of Government.