

Bringing your speech to life – a 1-day seminar in English

You know what you want your speaker to say. But how do you help them say it brilliantly? That question could be especially difficult if you, your speaker, or your audience, are using English as a non-native language.

Being clear and simple is not enough. Logical language might work in official documents, but in a speech, it could be the kiss of death. (Does *that* phrase work in international English?) We need to find words that do more than persuade: words that spark the imagination, have emotional resonance and enhance your speaker's credibility.

In this workshop, we explore the landscape of spoken language. We'll discover techniques to stimulate both ear and eye: the power of vivid images and the music of well-constructed sentences. And we'll examine what the Greeks called *ethopoeia*: how to give our speaker a voice that's convincing and authentic.

The workshop is thoroughly practical. You'll have plenty of opportunities to share your experience and expertise. You'll be writing: assignments both short and long, which we'll discuss, revise and perform. (Bring a laptop if you can.) And you'll leave with plenty of ideas for your next speech.

The atmosphere is collegiate and collaborative. Above all, we aim to create a workshop that's stimulating and enjoyable.

Who should attend?

This workshop is for speechwriters both new and experienced, whether native English speakers or not. If you're a specialist speechwriter or a comms generalist, and you face the challenge of creating spoken English in an international public arena, this workshop will be of interest.

Alan Barker is Managing Director of Kairos Training Limited. He spent fifteen years as a professional actor and broadcaster, and became a training consultant and coach in 1990. For the past four years, Alan has been running *The Essentials of Speechwriting* for the European Speechwriter Network in both London and Leuven. He's a veteran of many European Speechwriter Network conferences, and chaired the network's 2015 conference in Cambridge.

Alan also coaches writers and speakers in a wide range of organizations, and runs a masterclass in copywriting for the Chartered Institute of Marketing in the UK. He has published over 25 books and ebooks.

Feedback from previous workshops:

Alan was a wonderful trainer, the day was very well structured and there were lots of opportunities for feedback and discussion. I came away from the day feeling really motivated and enthused. *Emma Selim, Royal College of Nursing*

The tutor made the class very interactive. He explained his points very clearly and simply. *International MA student, Regents Business School*

The training was fantastic. I can honestly say it was the most useful and enjoyable training course I have ever been on. Wonderful venue as well.

Miriam Haywood, Ofgem