Bring Your Speech to Life

How to supercharge your script in English

You know what you want your speaker to say. But how do you help them say it with style?

Especially if you have to write in your non-native language. And the speech is to be delivered by a speaker who is not using their first language. And the audience is multilingual.

We need to find words that persuade, words that spark the imagination, words that have emotional resonance and words that enhance your speaker's credibility.

Above all, we need to find words that build rapport with the audience.

In this workshop, we explore how you write those words.

You'll learn how to structure your script, appeal to the emotions and create vivid images.

You'll be writing assignments both short and long, which we'll discuss, revise and perform. Bring a laptop!

What you leave with:

- A better understanding of what makes an effective speech for a multilingual audience
- Techniques for improving your style
- Tips for managing your speakers
- Ways to enrich your text with figures of speech
- New contacts, ideas and perspectives

Whether you're a specialist speechwriter or a generalist, this workshop will be of great value.

This training is one of our pre-conference workshop options. It can also be delivered as in-house workshop. Prices on request.

The Trainer

Alan Barker spent fifteen years as a professional actor and broadcaster, before becoming a training consultant and coach in 1990.

He regularly delivers workshops and coaching on speechwriting to a wide range of organisations, including the European Commission, the London Assembly and the British Science Association. He also runs a module on the annual development programme for candidate diplomats at the Korean National Diplomatic Academy.

Alan is the author of over twenty books.

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, Royal College of Nursing*

> 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*

> Nice location. Nicely paced day. Would recommend.
> *Richard, Insurance Europe*

> The prospect of my next speech is not so daunting.
> *Anna, Canon Europe*

> Great approach – open and friendly.
> *Zenon, European Investment Fund*

The European Speechwriter Network

EUROPEAN SPEECHWRITER NETWORK

We run the **European Speechwriter Network**, a forum where speechwriters can raise their profile, share experience and improve the quality of their work.

We send out regular e-bulletins, produce a magazine, publish books and organise conferences, training and events to promote the craft and profession of speechwriting.

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Book now at **www.europeanspeechwriters.org**