The Essentials of Speechwriting

Wednesday 18 March 2020, London

How does speechwriting differ from other kinds of writing?

This practical training day introduces the basic tools of speechwriting.

We'll look at how to:

- formulate striking messages
- structure a speech as an engaging performance
- help our speeches survive poor delivery
- adapt the text to the speaker
- use rhetorical devices to give our language flair
- make our ideas more memorable

The workshop is aimed at people who are writing speeches for leaders within organisations, who want to learn new techniques and to get new strategies to overcome the challenges they face.

We'll explore how to adapt to political, corporate and academic realities, and how to survive with our professionalism and self-esteem intact.

The day will end with your speech being read out by an invited guest who will evaluate what it's like to deliver your work.

What you leave with:

- Ways to improve your scripts using figures of speech
- Insights into how emotions work in speeches
- Strategies to find persuasive stories
- Tips for managing your speakers
- Knowledge of good speechwriting etiquette
- New contacts, ideas and perspectives

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**