

Introduction to Speechwriting (1-Day Training Programme)

Writing a speech (let alone presenting it) can be a challenging job. That's because there are so many factors to consider in order to make your words impactful and relevant. Yet the process of writing speeches can also be highly stimulating and rewarding – especially when you later see your work come to life!

Does your position (whether in the public or private sector) require you to write speeches? Or do you merely want to add the skill of speechwriting to your repertoire? If yes, join my one-day in-house training programme which will teach you to write effective speeches that will leave a lasting impression on your audience.

You'll learn how to compile/structure your speech and use rhetorical devices to persuade your audience. Famous speech examples (from Churchill, Mandela, Angelou etc.) will also be drawn upon for your writing inspiration.

The course culminates in a practical opportunity whereby participants will write a short speech (or introduction to a speech) gaining feedback from the trainer and other participants.

Ability Level: Beginner speechwriters / communication consultants / policy officers

Language: English (you need to have at least a B1 level of English to fully participate). You are welcome to do the practice exercises in the language of your choice.

Course Duration: One-day training programme (from 10am – 3pm)

Trainer: [Elizabeth Bethlehem](#) (MA, PGCE, BKE) - Business English Trainer, University Lecturer and Communication Specialist.

Course Outcomes:

1. Understanding the main elements of speeches
2. Examining your audience
3. Identifying the purpose of your speech
4. Gathering required information
5. Selecting key arguments / points
6. Creating a speech outline / organization pattern
7. Considering rhetorical devices
8. Practising writing / obtaining feedback