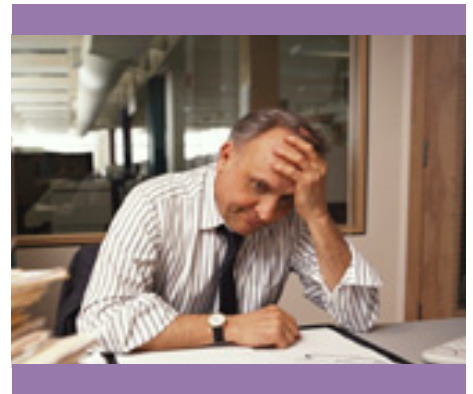




Speech Writing

**A one-day course on
the art and craft of writing speeches that
hold audience interest right through to the end.**

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates are shown how to write speeches, either for themselves or for others to deliver.

The course gives them structures to work with and underlines important differences between written and spoken language.

They see how to present information or persuade listeners to a course of action.

Delegates learn how to:

- Simplify complex issues and concepts
- Identify the main points
- Write a text for the speech
- Transform the text into a script for delivery
- Tailor speeches to specific audiences
- Use different patterns of speeches

COURSE CONTENT

Preparation

Assembling the information for a speech. Concentrating on the main points of interest for the listeners.

Deciding on the objective of the speech. Sources of material.

Delivering the Message

Striking a balance between information and inspiration.

Making sure that your message gets across.

Audience Analysis

How to make sure that you will be delivering exactly what they need to hear. How to keep their attention right through to the end.

Patterns of Speeches

Different ways to deliver the same ideas. Twelve specific ways to structure the speech. Writing a suitable introduction.

The use of humour when applicable.

Spoken Style and Language

The essential differences in style between written and spoken language. Words and phrases that look good on the page can sometimes be difficult to deliver out loud.



PR Training Provider

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Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

Plan your training

Speech Writing is a valuable introduction to the spoken word.

There is a huge difference between writing a detailed report on a subject and delivering an interesting speech about it.

Delegates who will deliver speeches themselves may benefit from our *Presentation Skills* and *Advanced Presentation Skills* courses which are designed to build confidence in delivery to groups of people.