

## Speech writing (one or two days)

This intriguing workshop explores the particular demands of speech writing.

Speech-making is a requirement for most business leaders, politicians, civil servants and other figures in the public eye. Some write their own speeches; others delegate the task to speechwriters. The aim is to create a complete text that will sound impressive when performed.

In this workshop, we investigate the key skills of producing texts for speeches, drawing on the broad and deep tradition of rhetoric that was born with the ancient Greeks and remains influential in the minds of speechwriters today.

During the workshop, we shall record speeches and passages of speeches on video, for formal analysis.

## Objectives

Participants will leave the workshop able to:

- write speeches more efficiently;
- understand the functions of different kinds of speech;
- adapt the speech to the circumstances of the target audience;
- organise material effectively to support explanations and arguments;
- create effective openings and conclusions;
- improve the rhetorical impact of the speech; and
- improve their presentation of material to make it easier for the speaker to navigate.

This workshop takes an entirely practical approach. It involves close individual critique and coaching. For this reason:

- **numbers should not exceed eight; and**
- **post-course coaching is available.**

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### Outline programme

#### **Introduction and objectives**

The challenges of speechwriting

Five canons: invention; arrangement; expression; memory; delivery

#### **Invention**

Understanding the *kairos*

Increasing focus: subject, audience, objective, theme, message

#### **Arrangement**

Planning the core structure of the speech

Constructing a performance

#### **Expression**

Creating a style for speaking

Denominalising

Activating verbs

Rhetorical techniques: imagery, metaphor, figures of speech

#### **Memory**

Creating a script

Rehearsing

#### **Delivery**

Death by PowerPoint (and how to avoid it)

Developing the speaker's internal resources

#### **Action session**

Delegates identify actions they will take as a result of attending the course.

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