

## Speechwriting: Preparing Speeches and Oral Presentations

Get expert guidance on writing speeches and preparing oral presentations. This course shows you how to prepare for and draft an effective speech, focusing on organization, sequence, support and style. Attendees also get tips and guidance from a professional speechwriter.

*Leadership Competencies emphasized in this course:*  
Influencing • Political Savvy • Strategic Thinking  
Written Communication

### Topics

- 8:30 Preparation
  - Audience Analysis
  - Setting
  - Topic
- 9:30 Break
- 9:45 Preparation (continued)
- 10:15 Drafting the Speech
  - Introduction
  - Body
- 12:15 Networking Lunch
- 1:30 Speech Construction Methods
- 1:45 Conclusion
- 2:15 Break
- 2:30 Handling Questions and Answers
- 3:00 Delivery Techniques
- 3:30 Tips for the Speechwriter
- 4:00 Complete Evaluations; Course Concludes

*Also see*  
**Writing to Persuade**  
*page 29.*

### Time and Date

- 8:30 am to 4:00 pm
- March 12, 2010

See web site for course location in Washington, DC.

**Registration Fee:** \$495

To register, fax or mail completed registration form on inside back cover, or online.



.6  
CEU

Approved for .6 CEU credits  
from George Mason University.

Course materials included.

## Rave Reviews

**“Wonderful—  
far exceeded  
expectations—  
offered practical,  
solid work  
suggestions/tools.”**

*Public Affairs Specialist,  
federal agency*

**“It gave me the  
tools/info I had  
been missing in  
speechwriting.  
Gave me confidence.”**

**“Excellent  
presentation.  
Effectively answered  
questions and used  
real-world examples.”**

*Public Affairs Specialist,  
federal agency*

### Related Training:

- Writing to Persuade
- Media Relations for Public Affairs Professionals
- Advanced Media Relations
- Writing for Government and Business: Critical Thinking and Writing
- Effective Executive Briefings
- Preparing and Delivering Congressional Testimony
- Crisis Communications Training
- Public Affairs and the Internet: Advanced Techniques and Strategies

Course URL and secure online registration:  
**thecapitol.net/speech.htm** or **PreparingSpeeches.com**

703-739-3790  
www.thecapitol.net

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# EXPRESS REGISTRATION AND ORDER FORM

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