

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. You will get tips and guidance from a professional speechwriter.

Leadership Competencies emphasized in this course:

Influencing • Political Savvy • Strategic Thinking
Written Communication

 *This is a required course for the Certificate in Communication and Advocacy.*

Topics

- Preparation
 - Audience Analysis
 - Setting
 - Topic
- Drafting the Speech
 - Introduction
 - Body
- Speech Construction Methods
- Conclusion
- Handling Questions and Answers
- Delivery Techniques
- Tips for the Speechwriter



“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*

“Very practical, usable info that I can easily apply.”

*Communications Specialist,
U.S. Nuclear Regulatory
Commission*

“The examples given were very helpful. I was impressed by how much I was able to apply your tips to my work!”

*Deputy Communications
Director, congressional
office*

*Also see
Writing to Persuade
page 25.*



.6 CEU Approved for
.6 CEUs from
George Mason University.

Course materials included.

Time and Date

8:30 am to 4:00 pm

- April 20, 2012

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.

Related Training:

- Writing to Persuade
- Media Relations for Public Affairs Professionals
- Advanced Media Relations Workshop
- Writing for Government and Business: Critical Thinking and Writing
- Effective Briefings
- Preparing and Delivering Congressional Testimony

Express Registration and Order Form

Please make photocopies for additional registrations and orders.

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(Registration and any applicable administrative fees must be paid in full to attend a course.)

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