The Art and Science of Effective Speechwriting
PRELIMINARY SYLLABUS

Nothing rivals the power of a speech: to transform an idea into action, to chart a new and clear course, to contain a crisis, or define a debate. But how do you write a compelling speech—either for yourself or on behalf of someone else? How do you express a vision and advance a goal in a way that engages your audience and moves them to action?

Whether you’re a prime minister explaining difficult decisions to a national audience, a startup executive preparing to launch a new product or campaign, or you just found out you have a wedding toast to deliver, there is both an art and a science to presenting ideas that stick, bringing facts and figures to life, and connecting with the intended audience in a memorable way.

In this workshop, writers and speakers at all levels will learn the fundamentals of speechwriting: how to build a persuasive argument; how to write for the ear; and how to grab—and keep—an audience’s attention. They will learn the tools that speechwriters rely on to pump life into their words. And they will have the chance to put those lessons to the test during a speechwriting simulation exercise.

MORNING SESSION:

1. Do speeches matter?
2. Persuasive Argumentation: How to move your audience
3. Speech Structure: Building from a blank page
4. Speech Exercise #1

-BREAK-

AFTERNOON SESSION:

1. Editing Techniques: How to sharpen and amplify
2. Speech Exercise #2
3. Tricks of the Trade: How to sound like a pro
4. Speech Exercise #3