

## **Strategic Speechwriting: The Method and The Art**

**This fast-paced and entertaining seminar will equip you with step-by-step techniques, drawn from real-world experience, to make your speeches more persuasive, more entertaining and more memorable.**

We will discuss:

- Managing the many participants in the speechwriting process
- Organising a speech to maximize its persuasive power
- Why it's more important to write for the topic than the speaker
- Key elements to ensure a strong opening and closing
- Easy ways to help audiences find value and even entertainment in numbers
- The mechanics of storytelling via lessons from motion pictures

Michael Long, resident writing coach for the US-based Professional Speechwriters Association, believes that with straightforward guidance, speechwriting can be a lot more fun—and speeches can be more effective, more persuasive, and a lot more interesting.

In an intensive and entertaining seminar, Mr Long - one of the most popular writing teachers in the United States - will teach strategic speechwriting, the method and the art.

### **Who is this workshop aimed at?**

The workshop is aimed at writers who seek fresh inspiration for their work, and who want to learn new strategies and techniques that make writing more efficient and impactful. Novice and early-career writers are especially encouraged as they can learn valuable habits that will save them time and effort throughout their careers.

## The Programme

### Planning and Preparation

- Before you write a word, think. A lot. That's Rule #1.
- How to prevent gatekeepers and "helpers" from derailing the speechwriting process
- Getting beyond Google: Superior sources for research, stories, and facts
- Secrets to be found by studying the location
- Defending your speaker against stress, doubt, and self-destruction

### Organising the Writer's Mind

- The power of critical thinking
- The topic versus the purpose
- Using structure to maximise the power of an argument
- Using smaller arguments as multiple attempts to win the bigger argument
- The myth of writing for the speaker's 'voice'

### Openings and Closings

- The four key elements of every opening
- Addressing the greatest concern of every audience
- The conclusion: using emotion to inspire action

### Making Numbers Fascinating (even if you're no good with numbers)

- Why numbers are intimidating, and how to tear down the wall
- Simple tricks to humanise statistics
- Bullying with numbers: Why it's tempting and why it fails

### Practical Storytelling

- The real reason people pay attention
- How to write using 'beats'
- Accessing the control panel behind every story
- Lessons from Hollywood screenwriting

## What you will learn and leave with

- New critical thinking skills
- Confidence to successfully navigate the politics of the speechwriting process
- Increased efficiency for planning speeches
- Easy-to-use techniques to make speeches more memorable and interesting
- Ways to write faster and more effectively
- A step-by-step method for writing stories that audiences want to hear
- A bigger toolbox of speechwriting techniques
- An insider's understanding of the American approach to speechwriting

## The Trainer

Mike Long is a speechwriter, playwright, and award-winning screenwriter based in Washington, D.C. He is a former director of the White House Writers Group, and served most recently as the director of writing for the graduate program in public relations and corporate communications at Georgetown University.

He has taught thousands of people how to write speeches. Here is what they say:

*He was wonderful - cogent, insightful, and hilarious. I learned a lot.*

*Mike's no-nonsense approach to writing is fantastic. He cuts through the fluff that so many writers get hung up on and provides practical, useful techniques that make his students better writers.*

*...has changed the entire trajectory of how I write and communicate.*

*Your teaching style really made class fun and entertaining.*

*Your advice is some of the best I've heard.*

*Mike has had a deep and lasting, positive, professional impact on my writing. I now think much more critically and analytically when it comes to my writing. Mike is influential.*

*Thank you for sharing your wicked sense of humour!*

*The opportunity to take his course is like striking gold.*

*The confidence I gained has been drawn on time and time again.*

*Seriously, a genius. Friggin' amazing.*