

Speech! The invitation to present should provide you with a specific opportunity to craft a dynamic and interesting speech that will inform, inspire and incite your audience to action. This practical workshop looks at how to tailor your speech to the audience and the occasion. Covering issues of topic research, structuring and transitions, it focuses on writing the main body of an interesting speech – opening with impact and closing in a memorable way. There are methods to convey ‘dry’ facts and statistics, as well as finding ways to speak conversationally while minimising jargon. This highly interactive workshop covers it all.

Workshop Leader: Richard Thomson

LEARNING OUTCOMES

At the end of this one-day workshop, participants will be able to:

- Match content and style to different audience types
- Make facts and statistics interesting
- Use a simple process for planning the content and structure of a speech
- Use language tools and techniques to engage and keep the audience’s attention
- Identify what makes a great speech
- Plan, structure and write a memorable speech

KEY TOPICS

- Knowing your audience
- Defining your purpose
- Structuring the speech (opening, main body, summary, conclusions and transitions)
- Using language tools and techniques to engage the audience

WHO SHOULD ATTEND

This course is designed for people tasked with the creation of well-structured, focused speeches that engage, inform and inspire their target audience. Please note: the course can be extended by a second full day which focuses on delivery skills.

Outline Programme

Welcome and Introductions

What makes speeches memorable?

- Analysing recent and not-so-recent speeches

What do the audience want to hear?

- Matching tone and content to meet the needs of any audience

How do I stay focused and on track?

- Planning and composing the content and structure to ensure it all fits, transitions between points are logical, and that the speech achieves its purpose

What’s the difference between written and spoken English?

- Writing and rehearsing techniques to ensure the speech sounds as impressive as it reads

How long should a speech be?

- Not too short, not too long. Just the right amount of information, facts and observations to deliver the message.

How do I keep the audience engaged even through a long speech?

- Getting the audience’s attention right at the start and keeping it throughout by using pace, emphasis, storytelling, and skilful presentation of information.

Will the audience remember my speech for the right reasons?

- Presenting key messages so that they stick

Summing up

- Key actions to take these ideas forward

Evaluation and Close of Workshop

