

<https://www.isoc.com/speech-writing-course>

Speech Writing

Face to Face	ISOC London or Dubai
Live Online	ISOC Studio via Zoom
Contact	training@isoc.com
Price	\$695 +VAT
Duration	One day
Dates	isoc.com



SHORT COURSES FOR PROFESSIONALS

Speech Writing



Course overview

This speech writing training course covers the art of creating memorable speeches. You will learn to create powerful and natural language fit for the speaker and occasion. Topics include planning, structure, flow, rhetoric, transitions and other key components.

You can join us either face to face or live online. The classroom version runs in London and Dubai as a one-day course. The online version is divided into two half-days and hosted live on Zoom from the ISOC studio.

Dates and booking:

<https://www.isoc.com/speech-writing-course>

LEARNING OUTCOMES

After this course, you will be able to:

- Understand the concepts at the heart of all good speeches
- Deploy new skills and ideas to put them into practice
- Plan a speech using methodical techniques to lay sound foundations
- Outline content for a speech for optimal narrative flow and development of concepts
- Adapt your writing style for the spoken word including classic rhetorical techniques
- Write powerful introductions and conclusions with respect to the essential functions of these key speech elements

Who should attend?

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques.

This course is recommended for all communications professionals whose role includes writing speeches, presentations, talking points and all other forms of content for the spoken word.

Course agenda



Speech planning

This module covers strategic approaches and planning techniques to lay the foundations for effective speeches.

- Tailoring speeches for specific audiences and occasions
- Messaging in speechwriting for strategic communications impact
- Selecting and developing appropriate topics, angles and concepts
- Workshop: plan a speech outline for a senior manager at your organisation

Structure and flow

This module covers how to outline and structure a speech framework for optimal narrative flow and development of concepts.

- Structuring a speech outline
- Maintaining attention and interest through variety
- Using transition, signposting and framework devices to orient listeners
- Workshop: deconstruct a classic speech and extract best practice

The spoken word

This module covers how to “write aloud”: composing texts for oral delivery using natural, colourful spoken language and rhetorical techniques.

- Cadence, balance and repetition
- Punctuating for respiration
- 10 classical rhetorical devices
- Persuasion, narrative and transition techniques
- Natural language

Key elements and delivery

This module covers best practice in writing introductions and conclusions, and preparing a speech for delivery.

- Speech introductions: attention, motivation and rapport
- Speech conclusions: closure, review and rally
- Preparing a speech for delivery
- Notes and visuals



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away



International School of Communication

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