

Speechwriting Workshop

6:00 p.m. – **Welcome and Introduction**

6:05 p.m. – **Lecture – Elements of Speechwriting**

In this engaging lecture, you will learn:

- How storytelling can help political, corporate, and community leaders achieve their goals
- What makes a speech persuasive and memorable – and how do you write one?
- Determine the overall message and purpose of the speech
- Balance the use of compelling stories and data to engage the audience
- Understand how rhetorical devices (rhetoric, persuasion, style) work and their use in different settings ex. Formal v. Informal

7:30 p.m. - **Break**

7:40 p.m. – **Lecture – Speech Examples from History**

- Reviewing some of the most powerful speeches throughout the modern era.
- Deconstructing why they are effective

8:45 p.m. - **Final Thoughts and Q&A**

9:00 p.m. - **Conclusion**