Speech Writing and Developing Talking-Points

It's not what you say, but what they hear! Master speech writing techniques and develop effective talking-points to make your speeches compelling, understandable and memorable.

#Communication and advocacy #Verbal communication #online #Up to 2 months #Virtual Campus

Introduction

Presenting to live audiences an organisation's policies and work convincingly is a core leadership responsibility that requires smart supporting teamwork. Any speaker wants the audience to be impressed, and to hear a subliminal message: That was good. That speaker is a real leader. More please!

This course shows participants how to prepare, both for senior colleagues and for themselves, clear, engaging and memorable talking-points and speeches for any occasion. It covers key principles of public speaking and practical techniques for making drafts lively and easy to use.

Coursework draws on many real-life UN examples, including 'live' work shared by course participants.

The course is designed and delivered in collaboration with former ambassador Charles Crawford. A communication and negotiation specialist and public speaking expert, he draws on 28 years' experience in the British diplomatic service and now leads the Executive Communication and Technique programme at The Ambassador Partnership LLP.

The synchronized online sessions are from 2:00 pm – 4:00 pm Rome Time (8:00 am – 10:00 am New York Time), on FRIDAYS (Feb. 23 and March 2-9-16-23).

Where ONLINE

When 19 Feb - 23 Mar 2018

Fee 1250 USD

Duration 5 weeks

Enrollment deadline 23 Feb 2018

Contact leadershipandmanagement@unssc.org

Language English

Objectives

Upon successful completion of this course, participants will:

- Describe and start applying key speechwriting principles and techniques, while detecting and addressing past issues encountered in drafting, delivering or organizing a speech within the UN context
- Analyse and identify structures, signposts, stories and other practical tolls which make a speech effective and engaging to the audience
- Prepare effective presentations with the help of visual effects
- Remove 'stupid words', use simple but effective language, and adapt the speech according to the audience
- Apply pros and cons of different approaches to live audiences while developing talking-points and writing speeches

Course Contents

- Week 1 – Public speaking in the UN family: problems and solutions: Identify key problems with UN family public speaking; avoid jargon and managing 'sensitivities'; recognize and apply basic principles of successful speaking.
- Week 2 – What makes an effective speech? Get the right tone, start and finish strong and engage your audience effectively.
- Week 3 – Practical aspects of preparing talking-points/short speech: Lay out talking-points to make them easy to use, identify the tones to use in various events, engage with the speaker with details, twit if needed to make the event more successful.
- Week 4 – Speaking-notes and speechwriting within the UN system: Discover how talking-points and short speeches are prepared within the UN system as well as useful cultural differences in public speaking.
- Week 5 – Participants' videos and key messages: Practice, prepare and deliver an effective short speech, evaluated by your peers and the course instructor.

Course Methodology

This course is delivered online. It combines synchronized online sessions on our virtual classroom, led by subject experts, with self-paced activities and interactive group discussions.

The weekly synchronized sessions are conducted on the WebEx online platform. Participants need a computer (or mobile device), a reliable internet connection and either a headset with microphone to connect to the audio through the computer, or a telephone. We recommend accessing audio through the computer. No special software is required; but participants must be able to access WebEx, so please check the admin rights on your computer. We will send instructions for WebEx access to registered participants. We recommend you download the application and test your access in advance.

The self-paced components and discussion forum for each week of the course are designed and structured on UNKampus, UNSSC's Learning Platform.

Target Audience

Special Assistants, Communication, Public information and information Officers, Coordination Specialists, Programme Staff, Team Leaders and Thematic Specialist who tend to have the responsibility of preparing speeches for management.

Cost of participation

The course fee of USD 1,250 covers full participation in the online course.