



One-Day Open Group Workshop

WRITING SPEECHES THAT KEEP AUDIENCES LISTENING

Sydney, 9am-5pm, Thursday 20 May 2010

\$525+GST per person (maximum 10 people in group)

WRITING SPEECHES THAT KEEP AUDIENCES LISTENING is a practical one-day workshop that coaches in the art of preparing speeches that are impactful, interesting and memorable (for all the right reasons!). Conducted in a small-group setting (maximum 10 people) to ensure personal attention, the workshop equips participants with the skills and confidence to prepare professional and inspirational speeches for themselves or others.

Developed by communication and training specialists **Moore Public Relations** and **Kennedy Communications**, the workshop combines speech examples, writing exercises and theory to provide the fundamentals of writing successful speeches in a stimulating, informal atmosphere that encourages participant interaction and group discussion.

KEY ASPECTS COVERED IN THE SPEECH WRITING WORKSHOP:

- How to write in a lively and impactful yet simple fashion
- Planning and structuring your speech according to the audience, context, timing, etc
- Making best use of language and syntax to highlight themes, emphasise key points and guide the audience through your speech
- Capturing the audience's attention, engaging their interest and building rapport with a great introduction
- Telling stories and painting word pictures to bring your points to life and 'turn on the camera' in the minds of the audience
- Crafting a powerful conclusion that ensures your speech is memorable
- Making effective use of PowerPoint and other visual aids

Participants work on planning and writing a speech during the workshop, assisted by feedback from the trainer and fellow attendees.

WHO SHOULD ATTEND?

The workshop is designed for people who want to write better speeches for themselves or for others within their organisation such as CEOs, department heads, ministers or councillors. It is **most suitable for people who are not particularly experienced in writing speeches**, and covers all the basics needed to start composing a speech the moment you get back to the office. It's also **great as a refresher** for those who haven't written a speech in a while or who need formal training or some new ideas and inspiration!

YOUR TRAINER:

Carol Moore is an award-winning public relations consultant, corporate writer, and qualified trainer who is passionate about writing and communication. She is the principal of Sydney consultancy Moore Public Relations, a boutique agency she founded in 2000 after 12 years with large consultancies. Her communication experience spans a wide range of sectors, from healthcare and consumer goods to government, not-for-profit and business-to-business. Carol is a Member of the Public Relations Institute of Australia and holds a Bachelor of Business-Communication, majoring in public relations, and a Certificate IV in Workplace Training and Assessment.

...tell me more...

COMMENTS FROM PREVIOUS PARTICIPANTS IN OUR WORKSHOPS:



“Out of all of the courses, classes, etc, that I have attended, the speech writing course was one of the best I have been to. I really enjoyed myself and I cannot stress how much I have learnt. I just gave my boss the speech I wrote and he loved it.” *Harley McNamara, Journalist, Media & Public Affairs, Rockdale City Council*

“Really useful course. Great to draw on Carol’s experience as well as all the experience in the group.” *Elizabeth Lawrence, Project Officer – Media, Sydney Water*

“Great course, especially doing it with people from other industries/organisations. Creates a shared learning environment.” *Tammy Ingold, Public Affairs Officer, NSW Fire Brigade*

“I found the course to be fantastic and very relevant to what I do.”
Rachel Gleeson, Communications Coordinator, Royal Australasian College of Physicians

“Excellent examples and case studies, and lots of relevant and valuable up-to-date information.” *Laura Peitranonio, PR Account Coordinator, Napoleon Perdis*

VENUE: The workshop will be held at Kennedy Communications’ training studios in Sutherland (Suite 8, Level 1, 49-51 Eton Street), which are 40 minutes from Sydney CBD or airport by car or 30 minutes by train.

YOUR INVESTMENT: For **\$525+GST per person**, you receive a full day of training (9am-5pm), a comprehensive workbook and morning and afternoon tea.



Payment may be made by cheque or electronic funds transfer (we do not take credit cards). Our payment terms are 14 days from the invoice date or five business days before the workshop, whichever comes first.

Please note that unless we have agreed alternative arrangements in writing, we may assign your place to someone else and/or decline entry to the workshop if payment is not received by the due date.

RESERVE YOUR PLACE TODAY:

Please contact Carol Moore on 02 9560 2826 or carolmoore@moorepr.com.au to check availability of places in the workshop. Then, simply complete the attached booking/training needs form (one copy per participant) and fax it back. We will then send you a tax invoice; your place in the workshop is confirmed when payment is received.

OUR WORKSHOPS: Moore Public Relations and Kennedy Communications offer workshops on: *Writing Media Releases, Strategically Targeting Media, Media Interview Techniques, Speech Writing, Presentation Training, Preparing a PR/Communication Plan, Crisis Management and Essentials of Effective Business Writing*. Please contact us for details.

NON-ATTENDANCE, CANCELLATION & TRANSFER POLICY:

- We do not refund your workshop fee unless we cancel or postpone the workshop due to insufficient registrations or circumstances beyond our control.
- You may nominate someone else to attend the workshop in your place at any time.
- **If you (or a nominated colleague) are unable to attend the workshop, you need to advise us in writing at least two weeks before the workshop date;** you may transfer your booking to another scheduled workshop or, if a further workshop on your chosen topic is yet to be scheduled, a credit note will be provided.
- In exceptional personal circumstances, we may consider cancellations or transfers within the two-week period. If this occurs, you may be charged a \$150+GST administration fee.



Workshop Booking & Training Needs Form
WRITING SPEECHES THAT KEEP AUDIENCES LISTENING: 20 May 2010

Please fax your completed form to Carol Moore on 02 8569 0236

PARTICIPANT'S NAME									
PARTICIPANT'S JOB TITLE									
ORGANISATION NAME									
ORGANISATION ADDRESS									
CONTACT PHONE NUMBER									
EMAIL ADDRESS									
SIGNATURE <small>(indicates acceptance of payment terms & cancellation/transfer policy)</small>									
CONTACT PERSON/DETAILS FOR INVOICE <small>(if different to above)</small>									
HOW DID YOU FIND OUT ABOUT THE WORKSHOP? <small>(Please indicate with * or underline)</small>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Previous workshop</td> <td style="width: 50%; border: none;">Google / other search engine</td> </tr> <tr> <td style="border: none;">Kennedy Communications' website</td> <td style="border: none;">PRIA / RCG / IABC</td> </tr> <tr> <td style="border: none;">Moore Public Relations' website</td> <td style="border: none;">Recommended by (please specify):</td> </tr> <tr> <td style="border: none;">Email about workshops</td> <td></td> </tr> </table>	Previous workshop	Google / other search engine	Kennedy Communications' website	PRIA / RCG / IABC	Moore Public Relations' website	Recommended by (please specify):	Email about workshops	
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Kennedy Communications' website	PRIA / RCG / IABC								
Moore Public Relations' website	Recommended by (please specify):								
Email about workshops									
INDUSTRY SECTOR <small>Please indicate the industry in which you work or, if you are a PR/marketing consultant, the sector in which you specialise e.g. health, IT, government</small>									
LEVEL OF EXPERIENCE <small>Please indicate your level of experience in preparing speeches. If you have some experience, please also indicate the types of speeches you have written.</small>	No experience A little experience Quite experienced Very experienced								
YOUR OBJECTIVES FOR THE WORKSHOP: <small>What specifically do you hope to gain from the workshop? Are there any particular skills you would like to learn and/or improve on?</small> <small>Please include any other details that you feel may help us meet your training needs.</small>									