

## **WRITING SPEECHES**

Writing speeches for others is a skill. It is also a time-consuming task which requires you to think and sound like the speaker you are writing for. This course focuses on the strategies for writing convincing, natural-sounding speeches.

### **Our Objectives**

We aim to

- emphasise the importance of knowing the speaker's relationship with the audience and media and how this impacts on your writing of the speeches
- highlight the need to know the rationale, purpose and key messages of the speech
- deliver the skills needed for structuring the content for impact
- deliver the skills of writing speeches that sound natural
- encourage the use of strategies to establish audience rapport

### **Your Profile**

This course is suitable for media professionals, managers and executives who write speeches for others and for themselves.

### **Your Results**

By the end of the workshop, you will be able to

- critique good and bad speeches
- craft clearly structured speeches that take account of the audience, purpose and key messages
- write the speech in persuasive, natural-sounding language
- use strategies to personalise your speech
- prepare your speaker to deliver the speech in the way you intend

### **Our Methods**

This practical workshop will include

- hands-on practice exercises
- analysis of sample speeches
- class and group discussions
- peer and facilitator feedback

### **Our Trainers**

Our trainers are all qualified and very experienced Singapore Polytechnic lecturers with specialised language training qualifications.

Please note that we only specialise in customising courses for organisations; public courses for individuals are not available.

**SINGAPORE POLYTECHNIC  
BUSINESS COMMUNICATION CENTRE**

**Course Enquiry**

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