

PUBLIC RELATIONS | COURSE BROCHURE

Speechwriting and Executive Communications

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Executive speeches, presentations and messages shape how organisations are perceived. This course covers understanding the speaker and audience, structure, storytelling, rhetorical techniques, writing for the ear, executive messages and coaching speakers.

Memorable speeches inspire and persuade; forgettable ones waste opportunities. This course helps you write powerful executive communications.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses writing workshops, speech analysis, rehearsal and feedback.

Course objectives

By the end of this course, participants will be able to:
• Understand the speaker, audience and occasion
• Structure speeches for impact
• Use storytelling and rhetorical techniques
• Write for spoken delivery
• Draft executive messages and letters
• Support speakers in rehearsal and delivery

Target audience

This course is suitable for:
• Speechwriters
• Executive communications professionals
• PR and corporate communication staff
• Chiefs of staff
• Senior leaders



Course content

Target competencies

Participants will develop competencies in:

- Audience analysis
- Speech structure
- Storytelling
- Rhetorical techniques
- Executive writing
- Speaker coaching

Course outline

Day 1: Executive Communication

09:00–09:54	Role of executive communications
09:54–10:48	Speaker voice
10:48–11:00	Audience and occasion
11:00–11:30	**Coffee break**
11:30–12:12	Audience and occasion (continued)
12:12–13:06	Objectives
13:06–14:00	Exercise: Speech analysis

Day 2: Structure

09:00–09:54	Openings and closings
09:54–10:48	Message structure
10:48–11:00	Transitions
11:00–11:30	**Coffee break**
11:30–12:12	Transitions (continued)
12:12–13:06	Length
13:06–14:00	Workshop: Speech outline



Course content

Day 3: Language and Story

09:00–09:54	Storytelling
09:54–10:48	Rhetorical devices
10:48–11:00	Writing for the ear
11:00–11:30	**Coffee break**
11:30–12:12	Writing for the ear (continued)
12:12–13:06	Humour
13:06–14:00	Exercise: Story development

Day 4: Other Formats

09:00–09:54	Town halls
09:54–10:48	Internal messages
10:48–11:00	Letters and op-eds
11:00–11:30	**Coffee break**
11:30–12:12	Letters and op-eds (continued)
12:12–13:06	Video scripts
13:06–14:00	Workshop: Executive message

Day 5: Delivery Support

09:00–09:54	Rehearsal
09:54–10:48	Speaker notes
10:48–11:00	Feedback
11:00–11:30	**Coffee break**
11:30–12:12	Feedback (continued)
12:12–13:06	Evaluation
13:06–14:00	Capstone: Speech delivery

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



Course content

sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,840.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,890.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Vienna Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,940.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,890.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online