

PUBLIC RELATIONS | COURSE BROCHURE

Speechwriting for Executives

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

A powerful speech can inspire employees, persuade stakeholders and define a leader's reputation. This course covers speechwriting: understanding the speaker and audience, structure, storytelling, rhetorical devices, writing for the ear, collaborating with executives, adapting speeches for different occasions and rehearsal support.

Executives need speeches that sound like them and move audiences. You will learn to write them.

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

Speech analysis, writing workshops, read-aloud sessions, feedback and case studies.

Course objectives

By the end of this course, participants will be able to:
• Understand speaker voice and audience needs
• Structure speeches for impact
• Use storytelling and rhetorical devices
• Write for listening rather than reading
• Collaborate with executives effectively
• Adapt speeches for different occasions

Target audience

This course is suitable for:
• Speechwriters
• Communication managers
• Executive office staff
• PR professionals
• Policy advisors



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Target competencies

Participants will develop competencies in:

- Audience analysis
- Speech structure
- Storytelling
- Rhetoric
- Executive collaboration

Course outline

Day 1: Speech Fundamentals

09:00–10:08	Purpose
10:08–11:00	Speaker voice
11:00–11:30	**Coffee break**
11:30–11:45	Speaker voice (continued)
11:45–12:53	Audience
12:53–14:00	Exercise

Day 2: Structure

09:00–10:08	Openings
10:08–11:00	Body
11:00–11:30	**Coffee break**
11:30–11:45	Body (continued)
11:45–12:53	Closings
12:53–14:00	Workshop

Day 3: Language

09:00–10:08	Writing for the ear
10:08–11:00	Rhetorical devices
11:00–11:30	**Coffee break**



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11:30–11:45	Rhetorical devices (continued)
11:45–12:53	Stories
12:53–14:00	Writing practice

Day 4: Occasions

09:00–10:08	Keynotes
10:08–11:00	Ceremonies
11:00–11:30	**Coffee break**
11:30–11:45	Ceremonies (continued)
11:45–12:53	Internal speeches
12:53–14:00	Exercise

Day 5: Working with Executives

09:00–10:08	Briefing
10:08–11:00	Drafts and feedback
11:00–11:30	**Coffee break**
11:30–11:45	Drafts and feedback (continued)
11:45–12:53	Rehearsal
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

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.–**
Vienna Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,940.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	17 May 2027	21 May 2027	**€2,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Istanbul Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.-**
Online Confirmed dates	7 Jun 2027	11 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.-**
Frankfurt Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,840.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,890.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,840.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,540.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

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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