

## **Creative Speechwriting**

*A collaborative seminar to generate collective insights*

Together Matt Greenough and Renée Broekmeulen have over 30 years of experience working as professional speechwriters in political institutions in the UK, Netherlands and EU.

This workshop is designed to get maximum input from the whole group into various assignments during the day. Bring your pens and laptops – you'll be writing, discussing and debating from out the outset.

Matt and Renée will guide the day's training to make sure that the wisdom and experience of the whole group is harnessed for constructive criticism and the sharing of ideas.

The day's assignments will ensure we answer these questions:

What do our bosses want?

What does our public expect?

How do we get our speaker to take risks?

What is an inspirational speech?

How do you cut through in the social media age?

How do you write a great speech in times of crisis?

The group will be set a task. By the end of the day, you need to have produced a 5-minute speech. The emphasis is on coming up with solutions and compromises as a group before finalising and agreeing a text. The speech will be delivered by one of the delegates at the conference the following day.

### **Who should attend?**

This course will expand the horizons of anyone who writes, or wants to write speeches for politicians, Government agencies, and businesses. It will be particularly useful for writers who need to turn lots of complex information into simple but memorable speeches. It is a highly interactive, designed to get you testing your work out on others and to get feedback on your style and content.

### **Matt Greenough**

Matt was the Senior Special Adviser in the Welsh Government until 2018. He wrote the keynote speeches for the First Minister of Wales, and has written for Ministers, MEPs, Members of Parliament and Assembly Members. He provides speechwriting training through the Civil Service College in Westminster. He won the European Speechwriter Network 'Battle of the Speeches' competition in 2020.

### **Renée Broekmeulen**

Renée has worked for 20 years as a speechwriter and teacher. First as a civil servant writing for the Dutch Ministry of Education, Science and Culture and the Ministry of Interior Affairs.

Twelve years ago she started her own business. She writes speeches for politicians, directors and managers about every possible subject and teaches starting and/or aspiring speechwriters in The Netherlands and in Belgium how to be a professional speechwriter.