

## **Structure and Substance: Why ‘How You Say It’ Is as Important as ‘What You Say’**

Eric Schnure is the co-author of the recently republished *The Political Speechwriter’s Companion*. Eric will present an interactive workshop to share the principles of speechwriting he learnt in his role as a White House speechwriter. He will provide examples and exercises from Government and business to help you learn how to write speeches that engage audiences of all sizes.

By emphasising story, and other tools essential not just to communicate ideas but move, inspire and ultimately compel audiences to act, you will become not just a more persuasive speechwriter but a more strategic and valued communicator.

Specifically, you will learn:

1. A "can't miss" structure for understanding and motivating your audience
2. Why story is the most powerful form of human communication and how to generate stories even when you struggle to get access to your speaker
3. How to use humour and when
4. How to grab attention from the very first line, and how to end so the troops are ready to march
5. Why language matters
6. The art of the sound bite and how to make language memorable
7. Editing to make speeches clear, concise and compelling

## **Who should attend?**

This seminar is suitable for anyone who writes speeches or presentations – whether you're just starting out and want to learn the tricks of the trade, or you're a seasoned professional on the lookout for new techniques and insights to add something extra to your writing.

## **Eric Schnure**

For more than 20 years, former White House speechwriter, Eric Schnure, has counseled leading executives and organisations, helping make their messages more memorable, their words more effective and their delivery more powerful.

In addition to strategic communications and speechwriting, Eric lectures and conducts workshops around the world on storytelling and the art and science of persuasion. Schnure is also well-known in Washington for humour. He has written countless one-liners and scripts for celebrities and politicians at the highest levels, prompting Roll Call, the newspaper of Capitol Hill, to describe him as one of Washington's "go-to guys" for political humour.

Eric serves as an Adjunct Professor at Johns Hopkins University where he teaches speechwriting, and he previously taught at American University.

Eric Schnure graduated from Hobart College and received a master's degree in International History from the London School of Economics.