



*Strategic Communications & Speechwriting for the
Companies, Causes and Citizens Who Shape Our World*

“From the Page to the Podium: The Art of Speechwriting”

Workshop by Terence Szuplat

In this six-hour, interactive, multimedia workshop, Terry Szuplat shares the lessons he’s learned in his 25 years of speechwriting, including nearly eight years as a White House speechwriter for President Barack Obama. Terry brings workshop participants inside the West Wing, goes behind-the-scenes of writing presidential addresses and guides participants through every step of the speechwriting process—from the page to the podium—to help speakers connect with their audiences and inspire organizations, companies and communities to action.

During the morning session, Terry:

- Shares his journey as a speechwriter, from an intern for President Bill Clinton’s foreign policy speechwriters to a foreign policy speechwriter for President Obama, when he wrote nearly 500 speeches during presidential visits to more than 40 countries;
- Discusses “10 Barriers to Persuasion”—the hurdles to persuasion that every speaker faces and must overcome with their speeches, drawing on the latest research in evolution, psychology, evolutionary biology, psychology and neurology;
- Identifies what every speaker and writer should “Know Before We Write,” including the values of the audience, the unique voice of the speaker, the importance of scene and narrative arc and the power of vivid storytelling.

During the afternoon session, Terry:

- Shares the “Elements of Speechwriting” that allow speeches to soar, including the importance of speaking to the heart, writing for the ear, simplicity and truth-telling;
- Guides participants in applying these lessons by drafting an actual speech in real-time, culminating with presentations where speeches are shared so that participants leave the workshop with practical steps they can apply in their professional and personal lives.