

“Be The Speaker”

What Can Speechwriters Learn By Speaking Ourselves?

What is it?

A one-day interactive course for speechwriters who want to develop greater credibility, authority and reputation by experiencing first-hand what it is to deliver speeches.

What you'll get

Standing in the shoes of a speaker, you will gain a powerful sense of how to prepare a talk for a specific audience, deal with nerves and adapt in real-time as you read the audience. You will leave feeling empowered, knowing that you have acquired a comprehensive skill set, inspired and confident.

Through interaction with fellow participants, you will develop a greater sense of connection and camaraderie.

And you will return to your work eager to share what you have learned so that you can elevate the quality of speeches and presentations throughout your circle.

Structure

The course will follow the five canons of rhetoric:

1. Invention (what your talk is for)
2. Arrangement (what material to include)
3. Style (how to make it zing)
4. Memory (or eg how to use prompt cards)
5. Delivery

What People Say

“800 people... my biggest live gig yet but I have been on a presentation and speaking course this week [thank you so much to the amazing John-Paul Flintoff]”

- Isabel Berwick, journalist and host of the FT's #WorkingIt podcast

Course Leader

The course is run by John-Paul Flintoff, author of seven books in 16 languages, including *How To Change The World* and *A Modest Book About How To Make An Adequate Speech*. A writer for two decades on the FT and the Sunday Times, John-Paul has spoken on four continents, to as many as 5,000 people at once; and trained in theatrical improvisation with the late Keith Johnstone.

There will be an additional Impro breakout session the following day.