



How to be Popular not Populist: Getting what you want without telling lies

A workshop with Renée Broekmeulen and Matt Greenough

When words evoke powerful emotions, how do we make sure we use them appropriately? When you're dealing with crude and divisive language, how do you construct compelling narratives that capture attention and win support?

Renée Broekmeulen and Matt Greenough have reached the top of their profession in their respective European countries. Matt worked for the First Minister of Wales and the UN and Renée has worked as a speechwriter in the Netherlands and Belgium for over 25 years.

They have written the day-to-day speeches for Government ministers and worked closely with political leaders in shaping communication strategies.

But they have also had a front seat witnessing the rise of populist politicians within their own countries. How have they adapted to the changing expectations? And what suggestions do they have for countering the worst aspects of the new politics.

In this workshop, you will:

- Examine how to balance logic with emotion, making sure your speeches are not dry and bureaucratic.
- Look at case studies of influential speeches, dissecting the good, the bad, and the outright deceptive.
- Learn how to apply persuasion techniques that work without compromising your integrity.
- Do practical exercises where you'll practice crafting messages that are meaningful and memorable.
- Pick up tips on how to add warmth and humour to speechwriting style.

Whether you're a speechwriter by profession, a leader looking to inspire, or an individual seeking to refine your communicative edge, this course offers the tools to construct compelling narratives that capture attention and win support, all while steering clear of deceitful practices.

