



From Speechwriting to Strategy

A Workshop with Sarada Peri

When clicks drive the day, how do we move people to action?

When algorithms write the rules, how do we help our speaker connect?

In a media landscape that's fragmented, how do we bring focus and coherence to our message?

In this day-long workshop Sarada Peri will share how she has adapted traditional speechwriting techniques to our changing world.

Historically, speechwriters have been seen as the lead pen, the quiet ghost in the corner, absorbing and translating a message into a beautiful speech for someone to deliver. But in fact, we help to develop and shape that message. We are, by definition, strategists.

In the process of researching, interviewing, writing, revising, and finalizing a speech, we also develop and test a message that has implications beyond just one event at a podium.

And at a time when our media landscape is both fragmented and overcrowded, our work to hone a message that can break through the noise and actually lead to change has never been more important.

How do you help your principle connect with audiences and move them to action?

Sarada served as a senior speechwriter for President Obama, helping to oversee the complex process of developing a speech from the page to the podium. Today she runs Peri Communications, where she works with corporate, non-profit, philanthropic, and political leaders.

Sarada got into politics working in education and healthcare policy in Washington DC and later became a principal at the speechwriting agency West Wing Writers. She has also been a member of the 2012, 2016, and 2020 Democratic National Convention speechwriting teams.

Sarada will share lessons she learned from the President and the speechwriting team she worked with to make your speeches more persuasive, entertaining and memorable.

She will describe the pitfalls faced by speechwriters as they address different communities, institutions and age-groups and she'll refresh your knowledge of the fundamentals of speechwriting.

The day will combine real-world examples and hands-on exercises, accompanied by Sarada's stories from life as a Washington speechwriter — all animated by lively discussion.