



Speechwriting Workshop

Write Effective Messages

Learn how to develop speeches that withstand press scrutiny and learn how to write by committee at the Leadership Institute's Speechwriting Workshop taught by famed speechwriter Dr. John Shosky.

In this training, you will look at professional speeches that are well-written, persuasive, and cogent. Your instructor will discuss the primary components of speechwriting, including research, argument development, formatting, and more.

You will learn how to:

- Understand and analyze successful speeches
- Work with a team to write by committee
- Deploy powerful language that will leave a lasting impression
- Prepare effective speeches with the audience in mind
- Write in the voice of your boss or clients



Leadership Institute
Steven P.J. Wood Bldg.
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Arlington, VA 22201



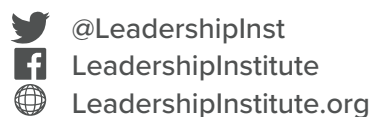
Wednesday & Thursday
November 20-21, 2019
6:00 p.m. - 9:00 p.m.



- \$75 -
(dinner included)

Register Today

Register online at LeadershipInstitute.org or contact Hannah-Catherine Smith at HSmith@LeadershipInstitute.org or (703) 247-2000 ext. 214.



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