



Speechwriting Training Courses

Bespoke's Speechwriting Courses will enliven your senses, inspire your imagination and seriously improve your speechwriting. Our courses sizzle with energy. One moment, you will be analysing controversial speeches from history; the next, taking part in a creative workshop on metaphor or story-telling. Later still, you could be joining a practical workshop on soundbites or editing. We immerse you deep into the art and craft of speechwriting, showing you the techniques you need to write really great speeches.

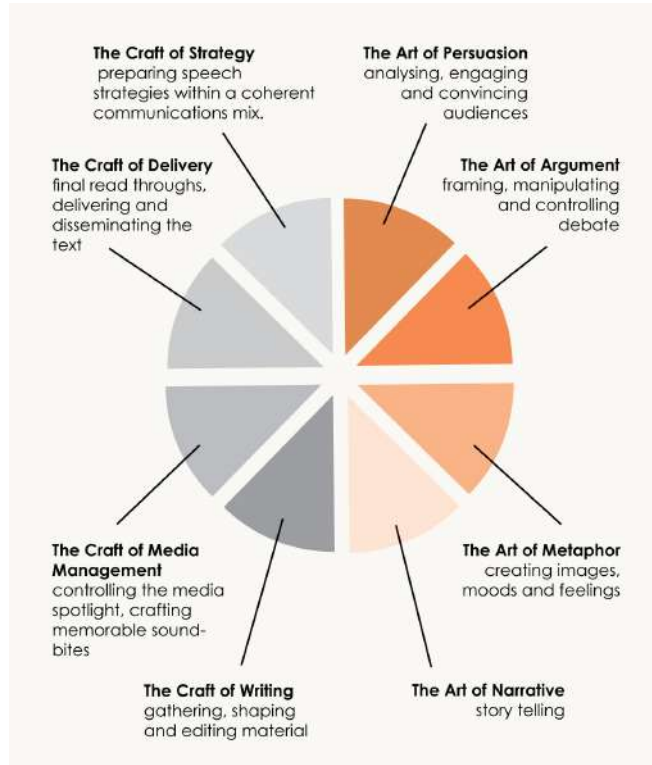


The speech is one of the oldest, most powerful forms of communication, yet for many organisations speechwriting is still treated as amateur hour. The speech is passed around like a grenade with the pin removed before finally being handed to some unsuspecting director. The consequences would be comic were they not so catastrophic. Gerald Ratner's speech to the IoD wiped half a billion pounds from his company's value.

But great speechmaking and great leadership are inseparable. David Cameron would not have become Tory leader without his speeches. Nor would Barack Obama have become US President. Richard Branson, Steve Jobs and Anita Roddick all strategically used speeches to build their brands. The ability to win hearts and minds with words is a powerful skill. But the good news is that it is not a gift but a science that can be learnt. That's where Bespoke comes in.



The Art and Craft of Speechwriting



There is more to speechwriting than just writing speeches. Speechwriters must also be masters in the arts of persuasion and argument as well as talented story-tellers, copywriters and editors. Our unique 360° programme gives you the full range of skills you need to succeed as a speechwriter. This approach is unique. We have hunted through the vaults of history to bring you the most powerful rhetorical techniques available. We draw from theory and practice, academia and science, Ancient Greece and modern advertising. Our material is fresh and invigorating, with case studies that stretch far beyond the usual suspects. Our exceptional follow-up service also includes ongoing support from Bespoke's tutors. We keep in touch with everyone who comes on our courses and warmly welcome you to a much wider family of speechwriters.

Speechwriter's Network

For many years, Bespoke has hosted speechwriter networking evenings in Westminster. These are chances for speechwriters to meet informally over drinks and hear some top-flight speakers. We have hosted talks from Professor Jonathan Charteris-Black (Author of 'Politicians and Rhetoric'), Iain Dale (Political blogger, Publisher and ex-Speechwriter), Trevor Phillips (Head of the Equality and Human Rights Commission) and Neil Mullarkey (founding Comedy Store Player). Top speechwriters from all of the main political parties and many of Britain's biggest companies come to these events. There's nothing like them. Attendance on any one of our courses entitles you to attend future events.



Creative Speechwriting - One day course

Bespoke's one day Creative Speechwriting courses are immensely popular. These courses provide a comprehensive overview of all of the essential principles and practices of speechwriting. Participants will leave able to write speeches that are instantly more entertaining and engaging, matching style with substance. The course is led by top speechwriter Simon Lancaster. These courses are very interactive and designed to inform and inspire any speechwriter. The courses are hosted in London's Groucho Club.

FORTHCOMING COURSE DATES

2022 - 25th March, 17th June and 30th September.

2023 - 27th January, 24th March, 23rd June and 29th September.

COST

£850 plus VAT. Includes follow up and speechwriter starter kit.



Advanced Speechwriter - Three day course

Bespoke's three day Advanced Speechwriter course is the only one of its kind. It is the most advanced speechwriting training course in the country. This course is perfect for anyone who wants to succeed as a speechwriter at the very highest level in either politics or business. It will suit aspiring speechwriters as well as more experienced hands. The course is part writers' retreat, part creative brainstorm and part academic tuition. Participants will get the opportunity to try new ways to construct arguments, structure narratives and frame messages within a safe, supportive environment. There are writing and editing workshops and creative sessions on metaphor and story-telling. The course is developed and delivered by top speechwriters, journalists and academics. We run this course in London's magnificent Groucho Club.

FORTHCOMING COURSE DATES

Spring 2022 - 16th, 17th and 18th March.

Spring 2023 - 15th, 16th and 17th March.

COST

£2,100 plus VAT. Includes Advanced Speechwriter toolkit and follow up.



Book now. Call 020 7730 2883 or email bookings@bespokespeeches.com

Bespoke Speechwriting Services Ltd, 9 Adam Street, Westminster, London WC2N 6AA

Bespoke



'Simon is extremely charismatic and will really challenge your thinking. One of the most enjoyable, practical and informative courses I've ever attended.'

Paul Pomroy, CEO McDonald's UK



'Simon's energy, vitality and sheer joie de vivre make him a great speechwriter and an equally good and inspiring teacher.'

Rt Hon Alan Johnson



'If you need people to care as much as you care, to be moved as much as you are moved and to give as much as you give, attend Simon's course.'

Adrienne Kelbie, CEO, Office for Nuclear Regulation.



'Excellent communication is critical up, down and across our organisation. Simon brought evidence and expertise to highly engaging sessions to help my staff learn how to communicate well.'

Sir Peter Wanless, CEO NSPCC



'Simon's a great speechwriter. He has a rare talent for really understanding what you want to say and helping you say it better.'

Rt Hon Patricia Hewitt

We also offer virtual courses on zoom - please contact us for details.

About the Course Tutor

Our courses are led by speechwriter, Simon Lancaster. Simon has written speeches for some of the world's top politicians and business leaders including the CEOs of Unilever and InterContinental Hotels. Simon is the author of three books on communication including the best-selling *Speechwriting: The Expert Guide*. He lectures at Cambridge University and is an Executive Fellow of Henley Business School. His *Speak Like a Leader* TEDx talk has had more than three million views.



'Best course I have ever been on! Impressive, motivating and inspiring. I still use Simon's super practical techniques every day.'

Laurian Hubbard, Chief Events Officer, 10 Downing Street

'Simon's brilliant coaching was crucial to me landing my first job in speechwriting and making it a success. I use the techniques he teaches every time I sit down to write.'

Lech Mintowt-Czyz, Senior Speechwriter, Shell

'This was one of the best courses I've ever attended.'

Sara Halliday, Head of Speechwriting, CBI

'Genuinely useful and extremely entertaining. A revelation!'

David Tinline, Chief Speechwriter, Foreign and Commonwealth Office

'Very informative, great pace, extremely engaging.'

Mada Haddadin, Speechwriter to Queen Rania of Jordan

'This training changed my life, equipping me to write speeches at the highest level, enabling me to work with focus and diplomacy and ensuring that I never write anything (even a testimonial) without using the rule of three.'

Stewart Price, Chief Speechwriter, Saudi Aramco