



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.



We know our methods work. Many past participants who studied with us whilst in junior roles have gone on to reach the highest levels of the speechwriting profession, writing for Prime Ministers and Presidents around the world. If you join one of our training programmes we will show you everything you need to write speeches which speakers love to deliver and audiences love to hear.



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.



Book now. Call 020 7730 2883 or email bookings@bespokespeeches.com
Bespoke Speechwriting Services Ltd, 9 Adam Street, Westminster, London WC2N 6AA

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 - 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 attend. There's nothing like them. Joining 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.



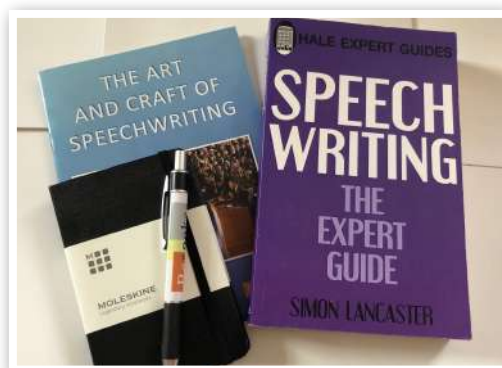
FORTHCOMING COURSE DATES

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

2024 - 26th January, 15th March, 21st June and 27th September

COST

£850 plus VAT. Includes speechwriter starter kit 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



Advanced Speechwriting - 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 2023 - 15th, 16th and 17th March

Spring 2024 - 20th, 21st, 22nd March

COST

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

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

Book now. Call 020 7730 2883 or email bookings@bespokespeeches.com
Bespoke Speechwriting Services Ltd, 9 Adam Street, Westminster, London WC2N 6AA

Bespoke



'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



'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 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 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

'Genuinely useful and extremely entertaining. A revelation!'

**David Tinline, Chief Speechwriter,
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**

'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**

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

Sara Halliday, Head of Speechwriting, CBI

'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**

Your coach

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 four 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 four million views.



Book now. Call 020 7730 2883 or email bookings@bespokespeeches.com
Bespoke Speechwriting Services Ltd, 9 Adam Street, Westminster, London WC2N 6AA