

*writers write*

## **Can I Change Your Mind?**



How To Write A Speech

If you need to write speeches in a concise, persuasive, and effective way, you should attend this course.

Your success in business depends on your ability to communicate your thoughts into written and spoken words. Our practical, interactive course will show you how to do this.

**Can I Change Your Mind?** includes three specialised modules:

1. Speechwriting: Back To Basics
2. Word Craft
3. The Art of Speechwriting

### **Module 1 – Speechwriting: Back To Basics**

Because we are are bombarded with thousands of messages every day, we need our speeches to stand out so that we can connect with our audience. We also have to write as simply and succinctly as we possibly can.

#### **The objectives:**

1. To refresh our English grammar and punctuation skills.
2. To understand, and apply, plain language writing techniques.
3. To focus on clear, accurate writing.

### **Module 2 – Word Craft**

It should be impossible for our audience to misunderstand our message.

#### **The objectives:**

1. To turn ideas and concepts into words.
2. To structure information in a user-friendly format.
3. To use the Inverted Pyramid for your speechwriting needs.

### **Module 3: The Art Of Speechwriting**

#### **The objectives:**

1. To turn information into spoken messages that engage people.
2. To learn how today's listeners listen and what they expect from a speech.
3. To structure speeches in a clear, logical manner.

#### **We cover:**

1. What your audience wants from a speech
2. How to write the speech.
3. How to deliver the speech.
4. Famous speeches and why they work.
5. How to tie it all together.

**Who should attend?**

Anybody who wants or needs to writes speeches.

**Where?**

10 Bompas Road, Dunkeld North, Johannesburg

**When?**

19-20 June 2018

OR

4-5 August 2018

**How long?**

The course runs from 09:00-16:00 over two days

**Cost per delegate?**

R8 500, 00 including VAT

**Group Bookings?**

1. Please note that we are able to offer a discount for group bookings and for training at your venue.
2. Please send an email to [news@writerswrite.co.za](mailto:news@writerswrite.co.za) if you would like a quotation for this option.
3. We can also customise a course for a minimum booking of 10 delegates.

**Terms?**

Full payment must be made 21 days prior to training dates.

**To book?**

1. Please complete the registration form on page 5.
2. Please make the payment into:  
Writers Write Academy & Projects (Pty) Ltd, Nedbank, Hyde Park, Account:  
1017213895, Code: 197205
3. Please send the proof of payment and registration form to us.
4. We will confirm your place on receipt.

## All About Writers Write

Our motto at Writers Write is 'Write to communicate'. We believe in the power of words.

### Other Writers Write Courses

We offer practical, inspiring courses in blogging, business, and creative writing.

Course	Description	Cost
Writers Write	How to write a book	R7 900, 00
The Complete Blogging & Social Media Course	How to write for the web	R8 500, 00
The Plain Language Programme	How to write for business	R8 500, 00
Short Cuts	How to write a short story	R2 875, 00
Kids Etc.	How to write for children	R2 875, 00

### Business Writing

Our courses comply with the Consumer Protection Act.

We teach people to write for business on The Plain Language Programme. We have trained many companies including Penguin Random House SA, the Department of Science and Technology, the PSA, Tiger Brands, Discovery Health, PPS, Bombela, CHIETA, Ogilvy, Metropolitan, Momentum, CSIR, SARGF, and Standard Bank.

Our other business services include editing, copywriting, plain language consultancy, and writing business stories for companies.

### Creative Writing

With more than 120 Writers Write graduates from our creative writing course published, we feel confident that Writers Write – how to write a book is the perfect course for aspiring novelists, memoirists, ghost-writers, and writers of non-fiction.

We also offer manuscript appraisal services and ghost-writing referrals.

### Socially Speaking

We also teach people to write for social media.

We have a social media following of more than 500 000. The Complete Blogging and Social Media Course is a two-day course that shows you how we do it.



### Contact Details

Email: [news@writerswrite.co.za](mailto:news@writerswrite.co.za)

Web: [www.writerswrite.co.za](http://www.writerswrite.co.za)

Fax: 0112828890

## Writers Write Course Registration Form

(Please fax to 0112528890 or email to [news@writerswrite.co.za](mailto:news@writerswrite.co.za))

Name of course	
Date of course	
Location	
Referred by	

### DELEGATE

First name	
Surname	
Work phone	
Cell	
Email	
Identity number	
Postal address	
Position in company	

### COMPANY DETAILS (If applicable)

Company name	
Registration #	
Purchase order #	
Physical address	
Postal address	
Company VAT #	
Authorised by	
Position in company	
Email	
Work phone	
Feedback sent to?	

### PAYMENT

Payment Method	
Date of payment	

**Our banking details:** Writers Write Academy and Projects (Pty) Ltd, Bank: Nedbank, Branch: Hyde Park, Cheque account number: 1017213895, Code: 197205

Payment must be made in full 21 days prior to training.

I acknowledge that all course material is copyrighted to Writers Write Academy and Projects (Pty) Limited and I will not use it without written permission.

I accept that a penalty of 50% will be charged if I cancel less than 21 working days before the start of the course.

Writers Write Academy and Projects (Pty) Limited reserves the right to cancel any scheduled course should there be less than six delegates (Johannesburg) or eight delegates (Cape Town & Durban) booked for the course. All delegates shall be moved to attend the next scheduled course and shall not be entitled to a refund. In the event that Writers Write Academy and Projects (Pty) Limited cancels a scheduled course for reasons beyond its control, such as (but not limited to) a facilitator becoming ill or electricity outages, Writers Write Academy and Projects (Pty) Limited shall notify delegates as soon as it is able. In this event, the delegates will be notified of the next course dates, and will be moved to the next suitable course date.

I accept that I will forfeit the course fee if I do not cancel, and do not attend, the course for which I am registered.

Signature	
Full Name	
Date	