



# Speech Writing Workshop

## Write Effective Messages

Learn how to develop speeches that withstand press scrutiny and better persuade readers at the Leadership Institute's Speech Writing Workshop.

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
- 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.  
1101 N. Highland St  
Arlington, VA 22201



**Tuesday & Wednesday**  
**February 8 - 9, 2022**  
6:00 p.m. - 9:00 p.m.



**\$60 -or- \$50**  
before February 6  
(dinners included)

## Register Today

Register online at [LeadershipInstitute.org](https://LeadershipInstitute.org) or contact Ryan Brann at [RBrann@leadershipinstitute.org](mailto:RBrann@leadershipinstitute.org) or (703) 247-2000.



Scan Here



@LeadershipInst  
LeadershipInstitute  
[LeadershipInstitute.org](https://LeadershipInstitute.org)

