

The Art of Great Speech Writing

with Michael Gladkoff

Where:

Toorak Library, Lower Level,
340 Toorak Rd, South Yarra

Date:

Saturday 12 September

Time:

10.30 am to 1.30 pm

Registration: 10.15-10.30 am

Program:

- Speech presentations
- Speech evaluations
- **The Art of Great Speech Writing** by Michael Gladkoff

Cost: \$100

Early Bird

Registration by 28 August: **\$60**

Bring a guest for free!!

Seats are limited.

Reserve your seat.

Light refreshments provided.

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Do you need to make your speeches/presentations more interesting and memorable?

Do you feel frustrated or anxious when you need to prepare a speech?

Are you looking for ways to write effective speeches more quickly and easily?

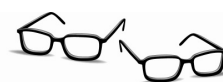
The 2008 US Presidential Election showed us that public speaking is an important way to motivate, persuade and inspire people. Too often, business speeches are not interesting or memorable. In ***The Art of Great Speech Writing*** you will learn simple techniques that will make it easier for you to create and deliver outstanding speeches.

In this session you will learn how to:

- create a memorable speech in less time
- take the frustration and confusion out of preparing a speech
- employ ancient techniques, often used by business and political leaders, to influence listeners and make a lasting impression
- open and conclude your speech with maximum impact.

Special Guest Speaker

Michael Gladkoff is a speech writer, editor and Director of Word Nerds. As a long-time member of Toastmasters International, Michael has taught speech writing and communication skills to business people in Australia and the United States. As well as judging at and competing in speech competitions, Michael has mentored novice speech writers and public speakers.



Word Nerds
writing and editing



"If you analyse great business and political speeches, you will find that they are written by speech writers who use proven techniques for creating a sound structure and effective language. Last year we saw how Barack Obama's speech writer helped him in the US presidential election with great speech writing. The techniques used by his speech writer can be learnt and applied by anyone interested in improving their speech writing."
Michael Gladkoff

