



# Speechwriting Course: Keynotes, Official Remarks and Talking Points for Leaders

19 – 23 April 2027

Amsterdam - Zuidas business district hotel



## Speechwriting Course: Keynotes, Official Remarks and Talking Points for Leaders

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### Introduction:

Speechwriting for keynotes, official remarks and talking points for leaders is a 5-day course for speechwriters, communication advisers and executive office staff that ends with a rehearsed Keynote Speech File for a case event. Organisations lose credibility when leaders deliver drafts that read like reports, miss the occasion, misstate figures or sound unlike the speaker, and when late approvals leave no time for rehearsal. Nominees already draft remarks or speeches for senior leaders, and the course works through case briefs, sample transcripts and bilingual drafts under peer review. CoreConcept Training Center delivers this speechwriting course.

### Course Objectives:

- Conduct a briefing interview with a principal and sponsor that fixes the purpose, audience, occasion and single core message of a speech
- Structure a keynote around one core message, supporting pillars, an opening hook and a closing call to action within a set speaking time
- Draft text written for the ear, using rhetorical devices, spoken rhythm and rounded figures that a listener can follow first time
- Match a draft to the principal's own voice using past transcripts, preferred phrasing and words the speaker avoids
- Prepare parallel Arabic and English versions, talking points cards and short remarks for openings, welcomes and toasts
- Produce a teleprompter-ready script and move it through fact checks, sensitivity review and sign-off in time for rehearsal

### Target Audience:

- Speechwriters who draft keynotes, addresses and remarks delivered by senior leaders
  - Communication advisers who prepare messages, talking points and briefing notes for executives
  - Executive office staff who coordinate speaking engagements and clear speech drafts with the principal
  - Protocol staff who prepare welcome words, ceremonial remarks and introductions for official occasions
  - Bilingual writers and translators who produce Arabic and English versions of leaders' speeches
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## **Course Outline:**

### **Day 1: The Speechwriter Role, Briefing and Occasion Analysis**

- Speechwriter Role Charter and Principal Relationship Boundaries
- Briefing Interview Question Set for Principals and Sponsors
- Occasion Profile Sheet Covering Venue, Timing and Protocol
- Audience Analysis Grid for Knowledge, Attitude and Stakes
- Current Speech Portfolio Review Against a Listener Scorecard

### **Day 2: Message Architecture and Speech Structure**

- Single Core Message Test With Three Supporting Pillars
- Storyline Arc Mapping From Problem to Shared Purpose
- Opening Hook Patterns Using Anecdote, Question and Contrast
- Closing Call to Action and Callback Ending Techniques
- Speech Outline Template With Timing per Section

### **Day 3: Writing for the Ear and Capturing the Principal's Voice**

- Anaphora, Antithesis and Tricolon Drafting for Spoken Rhythm
- Sentence Length, Breath Units and Read-Aloud Editing
- Data Translation Into Spoken Comparisons and Rounded Figures
- Anecdote Bank and Case Story Selection Criteria
- Voice Profile Sheet Built From Past Speech Transcripts

### **Day 4: Bilingual Drafting, Short Formats and Sign-Off Risks**

- Parallel Arabic and English Drafting Versus Translated Drafts
- Translation Pitfalls in Idioms, Honorifics and Quotations
- Talking Points Card for Ribbon-Cuttings, Welcomes and Toasts
- Teleprompter Script Formatting With Phonetic Cues and Pauses
- Review and Sign-Off Workflow With Fact and Sensitivity Checks

### **Day 5: Case Study on Keynote Drafting and Rehearsal**

- Case Event Brief Analysis Using the Occasion Profile Sheet
  - Case Keynote Outline and Core Message Approval Round
  - Full Keynote Draft With Bilingual Version and Talking Points
  - Teleprompter Rehearsal With Timing Checks and Peer Edit Notes
  - Keynote Speech File Completion With Sign-Off Log
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## Skills You Will Gain:

- Principal Briefing
- Occasion and Audience Analysis
- Speech Message Architecture
- Writing for the Ear
- Voice Matching
- Bilingual Speech Drafting
- Teleprompter Scripting

## Why Attend This Course:

- Hand the head of the executive office a Keynote Speech File with a briefing record, bilingual draft, talking points card, teleprompter script and sign-off log
- Decide whether an occasion calls for a full keynote, short remarks or talking points, and how long each section should run
- Avoid last-minute rewrites, misstated figures and translation errors that surface only when the leader is already at the lectern
- Share the briefing question set, voice profile sheet and teleprompter formatting conventions with colleagues who also write for leaders

## Conclusion:

Back at work, the participant gives the head of the executive office or communication unit a Keynote Speech File holding a briefing record, message outline, bilingual draft, talking points card, teleprompter script and sign-off log. The office can use it as the standard for commissioning the next major speech, agreeing review deadlines with the principal's team and deciding which events need a full keynote and which need short remarks. After the first event, the team should review rehearsal time, late changes, audience response and how closely the delivered text matched the approved draft.

## Frequently Asked Questions FAQ:

### **What should participants know before the speechwriting course for keynotes, official remarks and talking points?**

Participants should already draft speeches, remarks or talking points for senior leaders, or support those who do. Bringing a recent speech, its briefing notes and a transcript of the leader speaking helps them apply the voice and structure exercises to their own work.

### **How does a speechwriting course differ from a public speaking course for leaders?**

A speechwriting course trains the writer who prepares the text, from briefing and structure to bilingual drafts, teleprompter scripts and sign-off. A public speaking course trains the speaker's own delivery, voice and presence, so delivery is touched only during rehearsal here.

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## **How long should a keynote prepared through speechwriting for leaders run?**

Length follows the occasion and the organiser's slot rather than a fixed rule. Speechwriters convert the agreed speaking time into a word budget at the principal's natural pace, then allocate time to the opening, each supporting pillar and the close before drafting begins.

## **What does a participant take back from the speechwriting course for keynotes and official remarks?**

Participants take back a Keynote Speech File for a case event, holding a briefing record, message outline, Arabic and English drafts, a talking points card, a teleprompter script and a sign-off log, plus reusable briefing and voice profile templates.