Unitar Online Catalogue

# The Art of Speechwriting - Fall Edition 2027

Multilateral Diplomacy

Deadline: 16 Oct 2027

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| Type: | Course |
| Location: | Web-based |
| Date: | 18 Oct 2027 to 7 Nov 2027 |
| Duration: | 3 Weeks |
| Thematic Area: | Multilateral Diplomacy and Negotiation, , Cross Cutting: Learning, Capacity Development and Leadership |
| Website: | https://unitar.org/sustainable-development-goals/multilateral-diplomacy/our-por... |
| Price: | $600.00 |
| Event Focal Point Email: | mdp-elearning@unitar.org |
| Contact Number: | +41 (0) 22 917 8810 |

## BACKGROUND

Speech has always been one of the most powerful forms of communication. Over time, technological, social and economic shifts have only strengthened its impact. In a world of constant digital exchange, speeches today need to feel more authentic and honest than ever.

This online course introduces the essential principles behind the art and craft of speechwriting. It begins by exploring why speeches matter, then moves on to explain the three golden rules of effective speechwriting. Participants will learn how to make content memorable and engaging, and develop their writing and editing skills through practical exercises. These include how to hook an audience, shape clear messages, and craft sound bites and quotes. The course ends with guidance on delivering speeches with confidence and conviction.

## EVENT OBJECTIVES

The objective of this course is to equip participants with a solid understanding of the key principles of effective speechwriting and delivery. It aims to develop practical skills in structuring and refining speeches, crafting impactful messages, and using language that connects with an audience. The course also focuses on enhancing clarity, tone and memorability, while building confidence in public speaking.

## LEARNING OBJECTIVES

At the end of this course, participants should be able to:

- Identify the elements of a good speech as well as the 3 golden principles;
- Apply principles of effective writing;
- Manage the audience's attention span throughout the speech;
- Get your message across to the media and on social media;
- Appraise the principles of effective delivery and recognise the importance of non-verbal communication.

## CONTENT AND STRUCTURE

The course will be split into three modules, and include the following topics:

Module 1: The art of speechwriting

- Lesson 1: Why do speeches matter?
- Lesson 2: The 3 golden principles
- Lesson 3: Messaging

- Lesson 4: Structuring content
- Lesson 5: Rhetorical techniques
- Lesson 6: Storytelling

Module 2: The craft of speechwriting

- Lesson 1: Roles and challenges of the writer
- Lesson 2: The writing process
- Lesson 3: Powerful writing
- Lesson 4: Crafting sound-bites and quotes

Module 3: Delivering the speech

- Lesson 1: Remembering your speech
- Lesson 2: Managing nerves and building confidence
- Lesson 3: Using the visual, verbal and vocal channels
- Lesson 4: Being present - applying improvisational techniques

## METHODOLOGY

e-Learning: The course is internet-based, moderated by a senior international expert, asynchronous, and places emphasis on online discussions and self-paced learning. The participants will be primarily responsible for their own learning over the three-week span of the course. The course will consist of the following components:

- Compulsory and optional reading material, intended to teach the basic concepts and principles of the lesson's subject-matter;
- External links to additional books, articles, documents, and websites related to the lessons;
- Quizzes and case studies at the end of each module. To be eligible for the course certificate, a passing grade of 80% on both quizzes and case studies is required;
- A Community Discussion Board will be available for participants to post questions or comments visible to the instructor and other participants. This discussion board will be moderated by the course director and UNITAR;

Estimated learning time: 24 hours.
Participants will be eligible to receive a certificate of completion after the successful completion of the course.

## TARGETED AUDIENCE

The course targets junior to senior-level governmental officials as well as staff of intergovernmental and nongovernmental organizations. It also targets entry-level and mid-career diplomats and private and public sector specialists. Postgraduate students are also encouraged to apply.

## ADDITIONAL INFORMATION

We highly recommend credit card payments. Kindly note that registration will be closed as soon as the course is full and your place will be secured once your payment is **confirmed**.

For more information, please consult the UNITAR Multilateral Diplomacy Programme website or contact mdp-elearning [at] unitar.org (mdp-elearning[at]unitar[dot]org)

General Requirements

- Good command of the English language.

Technical Requirements

UNITAR recommends the following as a minimum in hardware and software to take our e-Learning courses. Please consult your Network Administrator or Systems person to ensure that you have the following:

- Platform: Windows 95, 98, 2000, NT, ME, XP or superior; MacOS 9 or MacOS X; Linux
- Hardware: 64 MB of RAM, 1 GB of free disk space
- Software:
    - Adobe Acrobat Reader
    - Adobe Flash Player
    - Microsoft Office (Windows or Mac) or Open Office
- Browser: Internet Explorer 7 or higher ; it works better with Firefox 3.6 or higher
- Note that JavaScript, Cookies and Pop-ups must be enabled