

Speech Writing and Public Address Preparation

Corporate Communications

Course Overview

Speech Writing and Public Address Preparation: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Speech Writing and Public Address Preparation
- Apply practical tools and techniques for Speech Writing and Public Address Preparation in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Speech Writing and Public Address Preparation in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Speech Writing and Public Address Preparation in today's organisation
2. Key concepts and the language of Speech Writing and Public Address Preparation
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Speech Writing and Public Address Preparation with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
19 to 23 Oct 2026	Durban	\$1,395
26 to 30 Oct 2026	Lagos	\$1,550
2 to 6 Nov 2026	Online	\$700
9 to 13 Nov 2026	Pretoria	\$1,450
16 to 20 Nov 2026	Harare	\$1,395
23 to 27 Nov 2026	Cairo	\$1,650
30 Nov to 4 Dec 2026	Windhoek	\$1,650

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.