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)
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**

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