

Oxford Speechwriters & Business Communicators Conference 2014

You are invited to the eighth UK Speechwriters¹ Guild conference at Trinity College, Oxford.

UK Speechwriters¹ Guild conferences are a unique way to understand the challenges of writing for leaders by spending two days in the company of some of the top speechwriters in Europe.

The founder of the White House Writers Group, Clark Judge, will be the keynote speaker. Clark Judge wrote for the Reagan and Bush administrations.

Pre-conference training will be delivered by Dr Max Atkinson, the UK's leading expert on speechwriting and public speaking. Dr Atkinson was speechwriter for Paddy Ashdown for many years, and he also is the author of *Lend Me Your Ears*.

The speakers:

Financial Times columnist, Sam Leith, author of *You Talkin' To Me? Rhetoric from Aristotle to Obama*, will be explaining how rhetoric can still invigorate speeches.

Hostage negotiator, Dick Mullender, will be speaking about how you can use negotiation techniques to get the information you need out of your speakers.

Professor Jens E. Kjeldsen, from the University of Bergen in Norway, will be asking what's the point of speeches and speechwriting in the age of Internet, social media, interviews and a constant shrinking of audience attention span.

Willi Vogler is a founder member of the German speechwriters association and was speechwriter to the CEO of Lufthansa. He will be speaking about the German culture of writing speeches.

Caroline Johns from Deloitte will be speaking about the challenges of corporate speechwriting and David Day, formerly Principal of St John's College and Cranmer Hall, Durham, will be giving some insights on the skill of preaching.

Mette Højen coaches European Business Leaders (UK, NL, NO, SE and DK) and is former advisor and speechwriter to the CEO of the Danish Bankers Association.

Since 2009 our conferences have drawn people from all over the world. The craft can be solitary and anonymous. We find that everyone appreciates listening to people who share the same challenges, says organiser Brian Jenner.

Details of more speakers will follow.

Pre-conference training will be on Wednesday 2 April. The conference runs from Thursday to Friday lunchtime. We hope to include a tour of the Oxford Union. Inexpensive rooms are available in the college. Details on the website.

Members of the Rhetoric Society of Europe are entitled to a special 'academic' discount of £100 on the conference, if you book before 14 February. Just put "RSE" into the promotion code box.

Purchase an early-bird ticket at:

<http://www.oxfordspeechwriters.eventbrite.com>