

Washington Communications Expert to keynote at European Speechwriter Network Conference

The European Speechwriter Network will hold their sixth conference at the Institute for Government in London from 15-17 May 2013.

The speakers include Washington-based communications expert, Denise Graveline, who runs The Eloquent Woman blog.

She will be speaking on *CEO opportunities for Women in Public Speaking*.¹

Former speechwriter to Paddy Ashdown, and author of *Lend Me Your Ears*, Dr Max Atkinson, will speak about the difference between a speech and a press release.

Peter Botting, who has trained dozens of MPs in presentation skills, will speak about his experiences working with heads of Government.

Professor Tim Bale will speak about David Cameron's rhetoric.

Annelies Breedveld, speechwriter to the Commander-in-Chief of the Dutch Armed Forces, will give the Dutch perspective.

José Iturri, a Spanish interpreter at the European Commission, will explain what is lost and gained in translation.

Image consultant, Sarah Setterfield, will talk about the psychology of dress.

There will also be an intensive training session from the former British ambassador to Poland, Charles Crawford and Martin Shovel and Martha Leyton, who created the viral internet hit, *Busting the Mehrabian Myth*, will run a workshop on the Nuts & Bolts of speechwriting.

Since 2009 our conferences have attracted the leading lights in the speechwriting world. We equip delegates with the basic skills of a craft that is often solitary and anonymous. It's not done to tell everyone about your work. Only in our own company can we really share our achievements.¹ says organiser Brian Jenner.

Tickets can be purchased from
<http://internationalspeechwriting.eventbrite.co.uk/>

A 20% discount is available to members of the Rhetoric Society of Europe. Just put RSE into the promotion code box.

The European Speechwriter Network has over 100 members, representing people who write speeches for Government and business leaders. Find out more at <http://www.europeanspeechwriters.org/>

Brian Jenner

Winner of the Vital Speeches of the Day Cicero Speechwriting Award 2010

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