

Speeches for Leaders

masterclass in public speaking technique

Danube Institute

March 8 2019

- 0915 **Introductions / masterclass objectives**
- 0930 **Speeches for Leaders**
Presentation by Charles Crawford on the secrets of successful speechwriting, public speaking and presenting. Themes covered include:
- Tone
 - Big Idea
 - Structure
 - Using silence
 - Humour
 - Numbers and information
 - Interpreters
 - PowerPoint
- 1045 *Coffee*
- 1100 **Speeches for Leaders (continues)**
- 1130 **Participants give short speeches prepared in advance**
- 1215 **Key messages**
- 1230 *Masterclass ends*

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CHARLES CRAWFORD CMG

SPEECHWRITING, PUBLIC SPEAKING, PRESENTING

I love the way you're so intolerant on points of detail

Charles Crawford is a communication and public speaking expert, and a founder partner of *The Ambassador Partnership LLP*, London-based specialists in international corporate diplomacy: www.ambassadorllp.com

He draws on 28 years' experience in the UK diplomatic service, much of it in central and eastern Europe. He served as UK Ambassador to Poland (2003-2007); Serbia and Montenegro (2001-2003); and Bosnia and Herzegovina (1996-1998)

In 1987 he wrote the UK FCO's first *Guide to Speechwriting*. He has supported speeches by the British Royal Family and UK Prime Ministers and Foreign Ministers

Since leaving the FCO in 2007 he has worked as a communication consultant, delivering public speaking support for private and public sector clients

United Nations

Organisation for the Prohibition of Chemical Weapons (OPCW)

International Atomic Energy Agency (IAEA)

Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO)

International Labour Organisation (ILO)

Governments of UK, Poland, Croatia, Sweden, Vietnam, Kazakhstan, Turkey

Guardian Masterclasses

Radek Sikorski (former Foreign Minister of Poland)

Sir John Sawers (former Chief of MI6)

He advises leading European public speaking bureau [Specialist Speakers](#)

He is a regular commentator on international issues appearing on BBC, Sky, ITV, LBC and CNN; he has written for the *Independent*, *Guardian*, *Daily Mail*, *Sun*, *National Review Online*, *Radio Free Europe*, *Voice of Russia* and *DIPLOMAT*. He is on the *Daily Telegraph* comment team

His book on leadership communication [Speeches for Leaders](#) was published in 2016. In [2016](#) and [2017](#) he won successive Cicero Awards for speechwriting

He speaks (varying levels) Serbian/Bosnian, Polish, French, Russian and Afrikaans

He lives near Oxford in England

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