



# HOW TO WRITE AN EFFECTIVE SPEECH

## THE FOCUS

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- Content-focused effective speeches
- The Iceberg Dilemma
- What actually makes and breaks a speech
- 3 fundamentals, that if optimized, can put anyone 90% ahead in public speaking

## WHAT WILL YOU GET

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- Learn to write speeches that deeply move audiences
- Start with a blank sheet of paper and make your guaranteed effective speech outline during the workshop
- Extra Goodies: Speech Worksheet, Concepts summary, Effective Speech E-book

**TOP NOTCH  
TOASTMASTERS**





# Alberto Halfeld

## Past info

- Has been writing and making short films since the age of 12.
- Winner of Evaluation Contest District 109, Area E4
- Previous president of Toastmasters St Gallen

## Present info

- Just started working as a screenwriter for a film production company in the USA.
- Mentors speakers at the Toastmasters St Gallen club.

## Future Info

- Will (hopefully) get some movies made in the next few years

**Meet our wonderful Workshop Lead**