Garnet
Garnet Global Training Center

GGT-MD-109

Media, Journalism & Digital Content

Speechwriting

كتابة الخطابات

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Speechwriting turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Programs for newsrooms, communication teams and content creators. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Speechwriting to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

Who should attend

Journalists, media officers, content creators and spokespersons. Practitioners with one to five years of experience benefit most.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Speechwriting: principles and standards
- Visual and video content
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice
- Media ethics and law
- Audience analytics

Day 3 Diagnosis and problem solving
- On-camera skills
- Regional and international case studies

Day 4 Quality, safety and documentation
- Storytelling and structure
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan
- Writing for media
- Group discussion and peer review

10-day outline

Day 1 Speechwriting: principles and standards
- Visual and video content
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice
- Media ethics and law
- Audience analytics

Day 3 Diagnosis and problem solving
- On-camera skills
- Regional and international case studies

Day 4 Quality, safety and documentation
- Storytelling and structure
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan
- Writing for media
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Measurement and reporting

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Hands-on workshop on a workplace challenge

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
4–8 Jan 2027	5-day classroom	Istanbul	English	4,750
8–12 Mar 2027	5-day online	Live online	English	2,950
9–13 Aug 2027	5-day classroom	Vienna	English	4,750
14–25 Nov 2027	10-day classroom	Riyadh	Arabic	8,950
10–14 Jan 2028	5-day classroom	London	English	4,750
1–12 May 2028	10-day online	Live online	English	5,450
4–15 Sep 2028	10-day classroom	Vienna	English	8,950
18–22 Dec 2028	5-day classroom	Abu Dhabi	Arabic	4,750
12–16 Feb 2029	5-day classroom	Kuala Lumpur	English	4,750
12–23 Mar 2029	10-day classroom	Istanbul	English	8,950

Dates	Format	City	Language	Fee (USD)
16–20 Apr 2029	5-day classroom	Dubai	Arabic	4,750
17–21 Sep 2029	5-day online	Live online	English	2,950
18–29 Mar 2030	10-day classroom	Kuala Lumpur	English	8,950
15–26 Apr 2030	10-day online	Live online	English	5,450
6–10 Oct 2030	5-day classroom	Manama	English	4,750
18–22 Nov 2030	5-day classroom	Paris	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/