



CONFLUXCENTER



United Nations Institute for Training and Research



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# SPEECHWRITING AND PUBLIC SPEAKING SKILLS FOR MULTILATERAL DIPLOMACY:

*Cases & Insights  
from the United Nations*

VIRTUAL TRAINING COURSE **PROGRAM**

*21 — 24 June 2022*

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*Organized by:*

Conflux Center for Intercultural Dialogue and Mediation  
UNITAR — United Nations Institute for Training and Research

# Speakers & Organizers

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## Senior Mentors:

**Ambassador Amr Aljowaily**  
*Visiting Faculty Member — Diplo Foundation  
and the Multilateral Diplomacy Program of  
UNITAR*

**Ambassador Miloš Strugar**  
*UN Senior Mediation Advisor, Director of  
Conflux Center*

## Guest Speaker:

**Andrea Tenenti**  
*Chief of Strategic Communications and  
Spokesperson at UNIFIL  
TBC*

## Course Directors:

**Emilija Marić**  
*Conflux Center*

**Amine Mesdoua**  
*UNITAR*

## Project Officers:

**Mina Strugar**  
*Conflux Center*

**Malcom Olivieri**  
*UNITAR*



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# About the Course

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## Background

Effective communication is fundamental to successful diplomacy, specifically in times of crisis marked by high levels of uncertainty. Delivering one's message is key to work together efficiently and to overcome challenges at both the individual and organisational level.

The Division for Multilateral Diplomacy of the United Nations Institute for Training and Research (UNITAR) and Conflux Center for Intercultural Dialogue and Mediation have designed and developed the virtual training course **“Speechwriting and Public Speaking Skills for Multilateral Diplomacy: Cases & Insights from the United Nations”** for professionals to better structure their approach to their own professional style, build resilience, and be self-motivated during these times of ambiguity.

## Overall Goal

The aim of the virtual course is to guide the participants in making the content of their speeches pertinent and engaging, and in giving the impression of spontaneity and confidence while delivering the message to their audience, drawing on the latest modern techniques in the art of writing and rhetoric (the skill of oration and persuasion). The participants will be able to identify areas they need to improve, and the mentors will provide feedback enabling the participants to make adjustments and advances.

By examining the essential professional qualities needed to sustain the world of multilateral diplomacy, participants will acquire high-level public speaking and speechwriting competences. The ultimate objective is to strengthen the individual's resilience under uncertainty, and to enable them to work efficiently during these challenging times.

## Learning Objectives

By the end of the course, participants will be able to:

- Apply speechwriting and public speaking skills and techniques, including preparation, structure, and delivery in face-to-face and online formats;
- Acquire essential principles of the art and craft of speechwriting and delivering speeches;
- Identify personal strengths and weaknesses as speakers and writers;
- Develop their personal writing and presentation style and tailor it to respective audiences;
- Demonstrate the ability to use voice and words to effect when giving speeches or presentations: wording, diction, intonation, rhythm, and pacing;
- Implement acquired tools for combating public speaking anxiety.

# Course Program

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**DAY 1**  
21 June 2022

**9:00 – 9:30**  
*Introduction  
& Agenda*

**9:30 – 10:00**  
*Tour de Table  
& Expectations*

**10:00 – 11:00**  
**SESSION 1:**  
*“Principles of Effective  
Speechwriting  
— An Introduction”*  
**AMR ALJOWAILY**

**11:00 – 11:15**  
COFFEE BREAK

**11:15 – 12:00**  
**SESSION 2:**  
*“Effective Speechwriting  
— The Structure”*  
**AMR ALJOWAILY**

**12:00 – 13:00**  
LUNCH BREAK

**13:00 – 14:00**  
**SESSION 3:**  
*“Effective Speechwriting  
— Rhetorical Devices”*  
**AMR ALJOWAILY**

**14:00 – 15:30**  
**EXERCISE 1:**  
*“Public Speaking I”*  
**CONFLUX TEAM**

**EXERCISE 2:**  
*“Effective Speechwriting I”*  
**AMR ALJOWAILY**

**DAY 2**  
22 June 2022

**09:30 – 10:00**  
*Recap Exercise*

**10:00 – 11:15**  
**SESSION 4:**  
*“Crafting Messages &  
Speechwriting in the UN System  
— Cases & Insights”*  
**MILOŠ STRUGAR**

**11:15 – 11:30**  
COFFEE BREAK

**11:30 – 12:30**  
**EXERCISE 3:**  
*“Storytelling & Crafting  
Difficult Messages”*  
**MILOŠ STRUGAR**

**12:30 – 13:30**  
LUNCH BREAK

**13:30 – 14:30**  
**SESSION 5:**  
*“Speechwriting Process”*  
**AMR ALJOWAILY**

**14:30 – 15:30**  
**EXERCISE 4:**  
*“Effective Speechwriting II”*  
**AMR ALJOWAILY**

# Course Program

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## DAY 3

23 June 2022

9:30 – 10:00

*Recap Exercise*

10:00 – 11:00

### SESSION 6:

*“Writing Talking Points & Briefing Notes in the UN System — Cases & Insights”*

**MILOŠ STRUGAR**

11:00 – 11:15

COFFEE BREAK

11:15 – 12:00

### EXERCISE 5:

*“Preparing Talking Points & Conveying Key Messages for Public Speaking”*

**MILOŠ STRUGAR**

12:00 – 13:00

LUNCH BREAK

13:00 – 14:00

### GUEST SPEAKER:

*“In My Experience...”*

**ANDREA TENENTI**

TBC

14:00 – 15:30

### EXERCISE 6:

*“Effective Speechwriting III”*

**AMR ALJOWAILY**

## DAY 4

24 June 2022

9:30 – 10:00

*Recap Exercise*

10:00 – 11:00

### SESSION 7:

*“Public Speaking — The Essentials & The Vocals”*

**AMR ALJOWAILY**

11:00 – 11:15

COFFEE BREAK

11:15 – 12:00

### SESSION 8:

*“Press Conferences & Interviews — Listening to & Answering Questions, Visuals of Stagecraft & Non-Verbal Communication”*

**MILOŠ STRUGAR**

12:00 – 13:00

LUNCH BREAK

13:00 – 14:30

### EXERCISE 7:

*“Public Speaking II — Handling Media Questions”*

**AMR ALJOWAILY / MILOŠ STRUGAR**

14:30 – 15:00

*Coffee Break & Evaluation*

15:00

*Course Wrap-up & Q&A with Senior Mentors*

# Course Details

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## *Target Audience*

The virtual course aims at strengthening the individual capacity of growth-oriented professionals working in a multilateral diplomatic professional environment, who are or aim to be in high-level roles requiring pivotal professional skills in public speaking and speechwriting.

Specifically, this course is designed for mid to senior level staff in peacekeeping and political missions of the UN and regional organisations (AU, OSCE, EU, etc.), diplomats, those working in governments, non-governmental organisations, and academic institutions.

## *Content & Structure*

The virtual course will take place over a period of four days, from **21 – 24 June 2022** via the **online platform Zoom**. The participants will learn from experts who will cover essential principles of speechwriting and public speaking. The training will consist of lectures and facilitated discussions by senior experts and practitioners in the field, and the activities are devised to be highly interactive through discussions, Q&A sessions, group work, role-play and hands-on exercises and assignments. A virtual space will be provided for group discussions and best practices and experience sharing among the participants under the guidance of the senior mentors. The course will also focus on practical exercises using audio and video media.

Upon completion of the course, certificates of participation comprising official logos of Conflux Center and UNITAR will be issued electronically in PDF format, and a hard copy can be sent via post upon request.

## *Technical Requirements:*

In order to join the virtual training, all attendees should have access to the internet and a personal computer or laptop, with an operational camera and microphone (external or internal). A stable internet connection is essential in order to minimize the chances of stutter or disconnection. It is advisable that the participants download the Zoom application that is free of charge. It is also possible to join a meeting directly from a web browser, but the meeting experience and available features are limited. The participants will receive all necessary information on how to use Zoom prior to the start of the course.

# *Additional Information*

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## *Registration:*

Registration is open until **17 June 2022** and can be done via the following link:

<https://www.confluxcenter.org/events/application-form/>

Upon online registration, participants will receive an invoice, pre-course video and reading materials, as well as information on how to use Zoom. The pre-course materials will also be available on Conflux Center's website.

## *Course Fee:*

1,000 EUR (1,250 USD)

Conflux Center alumni are eligible for 20% discount.

Partial subsidy could be available at a later stage. Those interested in a partial subsidy should send their CV and a motivation letter not later than **10 June 2022** to [office@confluxcenter.org](mailto:office@confluxcenter.org).

UNITAR and Conflux Center will not provide refunds for participants who face technical issues beyond their direct control. It is recommended that all prospective participants test Zoom for free at Zoom.us prior to confirming their payment.

- The participants should be relieved of their regular work duties for the duration of the course.
- The course is conducted in English and translation is not provided.
- The specified times are in accordance with CEST (Central European Summer Time) / UTC+2 (Coordinated Universal Time) time zone.
- We reserve the right to modify the course program at any time.

For further details about the course, please contact us at:

[office@confluxcenter.org](mailto:office@confluxcenter.org) or **+381 63 130 89 97**

