**EXECUTIVE SPEECHWRITING – CHECKLIST**

□ Gather info on date/place/audience/objectives

□ Formally accept speaking engagement

□ Interview speaker/Conduct research

□ Develop theme/Outline

□ Send bio/photo/speech summary to organization (if requested)

□ Write and revise speech

□ Fact-check

□ Depending on subject-matter, have draft reviewed by Law Dept. and/or

knowledgeable party

□ Create visuals (if needed) and work with designer to produce them

□ Arrange for speech coaching and rehearsal time/place

□ Block script

□ Highlight and mark-up speaker's copy

□ Proofread and QC visuals (if any)

□ Confirm final logistics, podium and room set-up

□ Arrange for video or audio taping of speech (if desired)

□ Determine if evaluation/audience research is feasible

□ Write speaker's introduction and fax/e-mail it to conference organizer

□ Prepare text (non-blocked) version of speech for distribution

□ Check out logistics on-site (podium height, lighting, water, props, a-v)

□ Publicize speech internally and externally; post on website(s)

□ Archive text version of speech and letters to speaker

Marie L. Lerch

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