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Ben Ray
Copywriter and Project Manager at Concept & Design Unit, DG COMM, Euro...
3d • Edited •

🙏 Thank you for tuning in to my talk on clear writing, translation & European elections at the Parliament's Clear Writing Conference! My top takeaways:

- ✔ Get a strong, clear, honest strategy (Diagnosis, guiding policy, coherent action)
- ✔ Define the true nature of the challenge and who exactly you want to reach
- ✔ Make the effort to speak to people in their own language to make a genuine connection
- ✔ Talk directly to people - not at them passively
- ✔ Talk to citizens individually, not to the amorphous, abstract 'European people'

#writing #elections #strategy #language #speechwriting #speeches
#europeanparliament #europeanunion #ClearWriting #citizens
#writingcommunity #writers

The European Elections

Process

FOR EUROPEAN DEMOCRACY The vision

↓

EUROPEANS FOR DEMOCRACY

↓

Continuous recruitment

↓

SUPPORTERS =

LEADERS

↓

ACTIVISTS

↓

COMMUNITY OF LIKE MINDED INDIVIDUALS

Narrative

IT'S ABOUT US, EUROPEANS
Our shared values, our shared future

IT'S ABOUT YOU...

You are part of history. With you, we can stop the rise of Europhobia by making more pro-Europeans go to vote!

With XXX, I can do something about Europe in XXX.

I am not alone, we are a group who believe that we can only make Europe better, if we all take care of democracy and vote

Ben Ray
Copywriter and Project Manager at Concept & Design Unit, DG COMM, European...
1w • Edited •

🖼️ Did anyone get to see this beautiful Belgian gem at Brussels' Magritte Museum? It's 11-year loan to [Royal Museums of Fine Arts of Belgium](#) has come to an end and the artwork is going to auction this March, where it may sadly vanish into private hands.

📖 The image's street is probably near Parc Josephat in Brussels - and apparently inspired the famous street scene from William Friedkin's classic film *The Exorcist*

The Guardian

Magritte masterpiece expected to sell for record £45m at auction

theguardian.com • 3 min read

👍❤️ Stefania Bettini and 27 others

9 comments

Twitter



Ben Ray
@Benj_Ray

1/2 ✨ A real pleasure to speak about the importance of creativity in speechwriting in @moylato's 'Speechwriting 101' session, alongside @linaverhoff, @MouqueDaniel & Fani Farmaki at 🇪🇺 School of Administration
💡 My 3 key takeaways for creative speechwriting in the thread below! 📌



2:39 PM · Nov 23, 2021 · Twitter Web App

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Ben Ray @Benj_Ray · Nov 23, 2021

Replying to @Benj_Ray

2/2

- ✅ Read, read, read - then write
- ✅ Learn the fundamental tools of creative writing (e.g. in poetry that's metaphor, synonym, alliteration, assonance, etc.)
- ✅ Keep the first draft open and flexible, letting those ideas creep in. Tighten and hone on the second & third draft

3 1 6



Ben Ray
@Benj_Ray



✓ Weekend
 ✓ Teleworking
 ✓ Le Chouffe in the fridge
 !? Ticket to 'Speechwriting 101' with @moylato ?
 🗳️ Grab your ticket from EULearn, pour that Le Chouffe into the decoy 'tea mug' and join Tom on Zoom this Tuesday to learn how to become a better communicator! 🗳️ + 🍵 + 💻 = ✓

Tom Moylan @moylato · Nov 10, 2021
 For people in EU institutions!

Speechwriting 101
 12:30 - 14:00 CET
 23 November
 bit.ly/2Z8FK7t

23 Nov 2021 12:30
Course starts

23 Nov 2021 14:00
Course ends

178 places
Available places

Online
Location

OPEN COURSE ROOM

You are already enrolled!

10:32 AM · Nov 20, 2021 · Twitter Web App

Facebook



Ben Ray

4 October 2021 · 🌐



! Get your tickets now to this fantastic evening in the company of three of Gloucestershire's most exciting and interesting poets right now:

 [Josephine Lay](#)

 [Stewart Carswell](#)

 [Zoe Brooks](#)

As well as being superb writers, these poets do so much for the poetry community - and are great performers! Don't miss out on this [The Gloucester Poetry Festival](#) event

📅 October 18th, 19:30 🌐 <http://www.gloucesterpoetryfestival.uk/>



Josephine Lay

2 October 2021 · 🌐

I'm thrilled to be reading alongside Stewart Carswell and Zoe Brooks at the Gloucester Poetry Festival on 18th October at 7.30pm. You can get your free ticket h... [See more](#)