

Professional Writing Essentials for Government

16 Nov | Online



High impact toolkit to transform your writing skillset in government

- Make your written communication more impactful and engaging
- Write with confidence and build skills to write clearly and concisely
- Understand common writing mistakes and how to avoid them
- Plan and tailor your writing to your audience

THE AGENDA

Workshop

16 NOV | 9:00 - 4:30

- Written Communication 101
- Writing for different Government channels and message formats
- Writing for impact and influence
- Writing for different purposes

YOUR FACILITATOR

A certified strategic communication management professional and past global chair of the International Association of Business Communicators (IABC), Adrian Cropley is widely recognised as one of the world's foremost experts in strategic communication. He is the founder of the Centre for Strategic Communication Excellence and CEO at Cropley Communication.



Adrian Cropley
Founder Director
Centre for Strategic Communication Excellence

GROUP DISCOUNTS

5 - 9 Attendees

10%

10 - 14 Attendees

20%

15 - 19 Attendees

25%

20+ Attendees

30%

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