# High impact toolkit to transform your writing skillset for support roles

- · 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

19 MAR | 9:00 - 4:30

- Written Communication 101
- Writing for different 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. With a career spanning over 30 years, Adrian has worked with clients all over the world on major change communication initiatives, internal communication reviews and strategies, professional development programs, and executive leadership and coaching. Adrian is currently board advisor for IABC in Victoria, international fellow selection committee and is on the RMIT University advisory board for the PR degree and was named a Fellow of the IABC in 2020.



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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# Effective Writing for Executive Support 19 Mar 2024 | Online

## **BOOKING FORM**

Event Reference: ESWE0324A - O Priority Code: I

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GROUP DISCOUNTS	5 - 9 attended <b>10%</b>		4 attendees 20%	15 - 19 attendees <b>25%</b>	20+ attendees 30%	No. of Attendees	Tota incl.	
Conditions: Group Discor Early Bird rates. Discount	unts apply for bookings r s cannot be applied retro	made simultane ospectively and i	ously. Only one discoun must be claimed at the	t applies. Group discounts time of booking. Liquid Lea	apply to standard rates only	r. Group discounts are not applicable ight to have sole discretion on an org		
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