VIC Government Professional Writing Essentials

6 Mar | Melbourne



Transform your writing skills - A high-impact toolkit for lasting success

- 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

6 MAR | 9:00 - 4:30

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

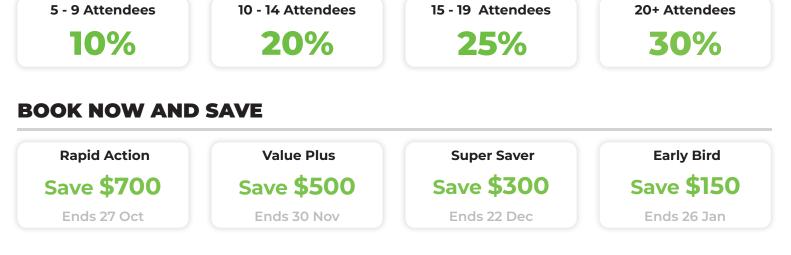
YOUR FACILITATOR

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. 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





QLD Government Professional Writing Essentials

6 Mar 2024 | Melbourne

BOOKING FORM

Event Reference: VGWE0324A - M Priority Code: I

i Registration Information

Organisation Name								
Address			Suburb	State	Postcode			
Booking Contact Information								
Title	Full Name Po	sition	Email	Phone				
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# Title	Full Name or TBA	Position			Email			
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.d) Pricing Ends 27 Oct Ends 30 Nov Ends 22 Dec Ends 26 Jan **Rapid Action** Value Plus **Super Saver Early Bird** Standard Save \$700 Save \$500 Save \$300 Save \$150 Rate \$1499 +gst = \$1648.90 **\$1799** +gst = \$1978.90 **\$1099** +gst = \$1208.90 \$1299 +gst = \$1428.90 **\$1649** +gst = \$1813.90 5 - 9 attendees 10 - 14 attendees 15 - 19 attendees 20+ attendees GROUP No. of Total

30%

Conditions: Group Discounts apply for bookings made simultaneously. Only one discount applies. Group discounts apply to standard rates only. Group discounts are not applicable to Rapid Action, Value Plus, Super Saver and Early Bird rates. Discounts cannot be applied retrospectively and must be claimed at the time of booking. Liquid Learning Group reserves the right to have sole discretion on an organisation's eligibility for discounts. Note: All prices listed in Australian Dollars. Course materials included. Registration Options are per person only.

25%

Payment Details

10%

20%

DISCOUNTS

Credit Card	Credit Card Details - Please charge my credit card for this registration: Card Type Visa MasterCard American Express		Electronic Funds Transfer (EFT) Please transfer funds directly to: Westpac Account Name: Liquid
Cheque (payable to Liquid Learning Group Pty Ltd) Electronic Funds Transfer	Note: 2% surcharge applies to American Express payments		Learning Group Pty Ltd BSB: 032 002 Account No: 407 273
Please invoice me:	Card Number	Expiry /	SWIFT Code: WPACAU2S
Purchase Order No. #	CVV Full Name as on card		Please quote ref VGWE0324A - M
	Cardholder's Contact Number Signature X		and registrant name
S Authority	Aut	horising Manager's Details: Th	his registration is invalid without a signature
Name	Position	Phone	

Email

Signature

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Attendees

Email this form to: registration@liquidlearning.com.au or Call us on: +61 2 8239 9711

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Date

incl. GST

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