# 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

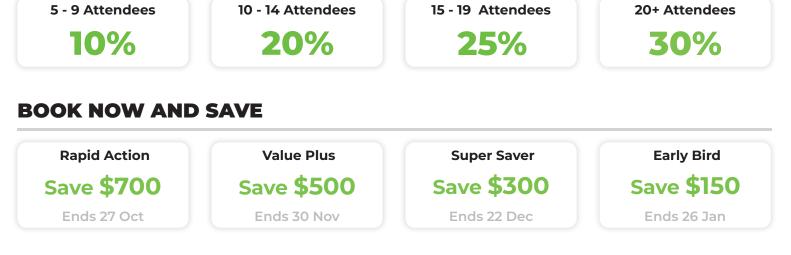
### YOUR FACILITATOR

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				
🗷 Dele	gate Information							
# Title	Full Name or TBA	Position			Email			
1								
2								
3								
4								
5								
6								
7								
8								
9								

10

#### .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

Х

Attendees

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

Registration Policy If you are unable to attend this event, you may send a substitute delegate in your place at no additional cost. Please advise us of any substitutions as soon as possible. Alternatively, you may transfer your registration to another event run by Liquid Learning Group Pty Ltd. A 10% service fee may apply. By confirming your registration you commit to pay the registration investment in full. Should you wish to cancel your registration, please notify us in writing as soon as possible and a credit note will be issued valid for use towards any future event held by Liquid Learning Group Pty Ltd in the twelve months following the date of issuance. Cancellation notifications received less than 14 days from the event running will receive a credit note to the value of the registration fee less a service fee of \$400 plus CST. Liquid Learning Group Pty Ltd does not provide refunds for cancellation flyour invice is yet to be paid and you wish to cancel, payment must be processed and a credit note will be issued following receipt. The prices above are based on one person per registration. It is not possible for multiple people to attend within any day of the event on a single registration. Split tickets, i.e. a different person attending each day of the event, can be arranged. A fee will apply. Please call us for details.

Liquid Learning Group Pty Ltd takes all care to produce high quality events that deliver as promised. All advertised details are correct at time of publishing. However, when circumstances beyond our control prevail, we reserve the right to change program content, facilitators or venues. We also reserve the right to cancel, reschedule or alter event delivery from physical to virtual if circumstances arise whereby performance of the event is no longer feasible or legal. Liquid Learning Group Pty Ltd will not be responsible for any loss or damage arising from any changes to, cancellation, or rescheduling of an event. If an event is cancelled or rescheduled, Liquid Learning Group Pty Ltd will make every refirst to contact every registered delegate. If an event is cancelled or you are unable to attend the rescheduled event you will be issued with a credit note valid for use towards any future Liquid Learning Group Pty Ltd event held in the twelve months following date of issuance.

Disclaimer Liquid Learning Group Pty Ltd has taken due care in selecting qualified professionals as its authors and course facilitators. The information provided by course facilitators is not produced by Liquid Learning Group Pty Ltd and should not be regarded as advice. Liquid Learning Group Pty Ltd accepts no responsibility for reliance on such information and recommends that its clients seek further professional advice.

Date

incl. GST

Payment is required prior to attending this event

Privacy Statement Liquid Learning Group Pty Ltd is committed to your privacy. All information collected on this registration will be held in the strictest of confidence and in accordance with the Privacy Act 1988. Liquid Learning Group Pty Ltd will add your information to a secure database. This will be used primarily to contact you for ongoing research, product development and notice of future events and services offered by Liquid Learning Group Pty Ltd. Occasionally you may receive information from organisations associated with Liquid Learning Group Pty Ltd. If you do not wish to receive such information please advise a Liquid Learning representative.

To update or have your details deleted please advise our Database team at Liquid Learning Group Pty Ltd, Level 9, 80 Clarence Street, Sydney NSW 2000, PH: +61 2 8239 9700, email: database@liquidlearning.com.au © 2023 Liquid Learning Group Pty Ltd ACN 108 415 354