

# 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

5 - 9 Attendees

**10%**

10 - 14 Attendees

**20%**

15 - 19 Attendees

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20+ Attendees

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