Professional Writing Essentials for Business

4 Jun | Online



- · 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

4 JUN | 9:00 - 4:30

- Written Communication 101
- Business writing 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 Cropley
Founder Director
Centre for Strategic
Communication Excellence



GROUP DISCOUNTS

3 - 4 Attendees

10%

5 - 7 Attendees

20%

8 - 9 Attendees

25%

10+ Attendees

30%

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BOOKING FORM

Event Reference: CBWE0624A - O Priority Code: I

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Organisation N	ame					
Address			Suburb		State	Postcode
Booking Contac	ct Information					
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Ends 2 Feb		Ends 6 Mar	nds 6 Mar Ends 2		Ends 26 Apr	
Rapid Action Save \$600		Value Plus Save \$400	Super Saver Save \$200		Early Bird Save \$100	Standard Rate
\$1199 +gst =	\$1318.90	\$1399 +gst = \$1538.90	\$1599 +gst	t = \$1758.90	\$1699 +gst = \$1868.9	\$1799 +gst = \$1978.90
GROUP DISCOUNTS	3 - 4 attendees 10%	20%	9 attendees 25%	10+ attendees 30%	No. of Attendees	Total incl. GST
Early Bird rates. Discounts	s cannot be applied retros	ade simultaneously. Only one discount app spectively and must be claimed at the time naterials included. Registration Options are	e of booking. Liquid Lear	oply to standard rates only. ning Group reserves the rig	Group discounts are not applicable ght to have sole discretion on an org	to Rapid Action, Value Plus, Super Saver and anisation's eligibility for discounts.
Payme	nt Details				Paym	nent is required prior to attending this event
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Electronic Funds Transfer Card Number					Expiry /	Account No: 407 273 SWIFT Code: WPACAU2S
Purchase Order No. # CW CW			Full Name as on card			
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