

# Professional Writing Essentials for Business

4 Jun | Online

## High impact toolkit to transform your business writing

- 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%**

### BOOK NOW AND SAVE

Rapid Action

**Save \$600**

Ends 2 Feb

Value Plus

**Save \$400**

Ends 6 Mar

Super Saver

**Save \$200**

Ends 28 Mar

Early Bird

**Save \$100**

Ends 26 Apr

Call +61 2 8239 9711 Priority Code - I

Registration Information

Organisation Name

Address Suburb State Postcode

Booking Contact Information

Title Full Name Position Email Phone

Delegate Information

Table with 5 columns: #, Title, Full Name or TBA, Position, Email. Rows 1-10.

Pricing

Pricing options: Rapid Action (Save \$600), Value Plus (Save \$400), Super Saver (Save \$200), Early Bird (Save \$100), Standard Rate. Includes group discounts table.

Conditions: Group Discounts apply for bookings made simultaneously. Only one discount applies. Group discounts apply to standard rates only.

Payment Details

Payment is required prior to attending this event

Payment form with sections: Credit Card Details, Electronic Funds Transfer (EFT), and purchase order information.

Authority

Authorising Manager's Details: This registration is invalid without a signature

Authority form with fields: Name, Position, Phone, Email, Signature, Date.

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.

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