

Professional Writing Essentials for Government

9 Jul | Online

High impact toolkit to transform your writing skillset in government

- 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

9 JUL | 9:00 - 4:30

- Written Communication 101
- Writing for different 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. 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

3 - 4 Attendees

10%

5 - 7 Attendees

20%

8 - 9 Attendees

25%

10+ Attendees

30%

BOOK NOW AND SAVE

Rapid Action

Save \$500

Ends 21 Feb

Value Plus

Save \$300

Ends 15 Mar

Super Saver

Save \$200

Ends 5 Apr

Early Bird

Save \$100

Ends 9 May

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

Pricing

Pricing table with columns: Ends 21 Feb (Rapid Action Save \$500), Ends 15 Mar (Value Plus Save \$300), Ends 5 Apr (Super Saver Save \$200), Ends 9 May (Early Bird Save \$100), Standard Rate. Includes Group Discounts table below.

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.

Payment Details

Payment is required prior to attending this event

Payment options: Credit Card, Cheque (payable to Liquid Learning Group Pty Ltd), Electronic Funds Transfer, Please invoice me: Purchase Order No. #

Credit Card Details - Please charge my credit card for this registration:

Card Type Visa MasterCard American Express

Note: 2% surcharge applies to American Express payments

Card Number [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] Expiry [] [] / [] []

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Please transfer funds directly to: Westpac Account Name: Liquid Learning Group Pty Ltd BSB: 032 002 Account No: 407 273 SWIFT Code: WPACAU2S

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

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