QLD Government Professional Writing Essentials

13 Aug | Cliftons Brisbane

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

13 AUG | 9:00 - 4:30

- Written Communication 101
- Writing for different QLD Government channels and message formats
- Writing for impact and influence
- Writing for different purposes

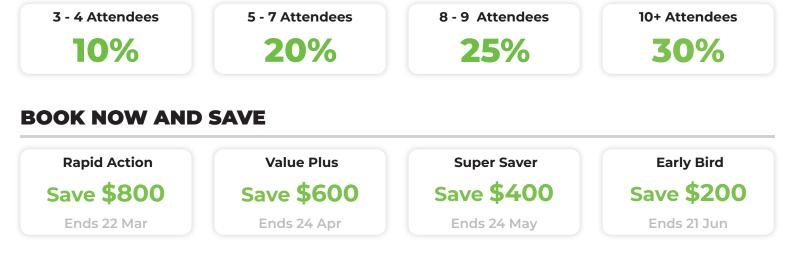
YOUR FACILITATOR

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 Business Writing Essentials 13 Aug 2024 | **Cliftons Brisbane**

BOOKING FORM

Event Reference: QGWE0824A - B Priority Code: I

i Registration Information

Organisation Name										
Address					Suburb	State	Postcode			
Booking Contact Information										
Title	e Full Name		Position		Email	Phone				
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1 Pricing Ends 22 Mar Ends 24 Apr Ends 24 May Ends 21 Jun **Rapid Action Early Bird** Value Plus **Super Saver** Standard Save \$800 Save \$600 Save \$400 Save \$200 Rate **\$1399** +gst = \$1538.90 **\$1599** +gst = \$1758.90 **\$1199** +gst = \$1318.90 **\$1799** +gst = \$1978.90 **\$1999** +gst = \$2198.90 3 - 4 attendees 5 - 7 attendees 8 - 9 attendees 10+ attendees Total No. of GROUP incl. GST DISCOUNTS Attendees 10% 20% 25% 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.

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Cheque (payable to Liquid Learning Group Pty Ltd) Electronic Funds Transfer Please invoice me: Purchase Order No. #	Note: 2% surcharge applies to American Express payments Card Number Expiry Full Name as on card	
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mail this form to: registration@liquidlearning.com.au	or	Call us on: +61	2 8239 971
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Signature

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Date

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