

Local Government Professional Writing Essentials

2 Sep | 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

2 SEP | 9:00 - 4:30

- Written Communication 101
- Writing for different local 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

3 - 4 Attendees

10%

5 - 7 Attendees

20%

8 - 9 Attendees

25%

10+ Attendees

30%

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Save \$400

Ends 31 May

Value Plus

Save \$300

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Super Saver

Save \$200

Ends 12 Jul

Early Bird

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Ends 1 Aug

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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 \$400), Value Plus (Save \$300), 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 for Credit Card Details, Electronic Funds Transfer (EFT), and purchase order information.

Authority

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

Table for Authorising Manager's Details with columns: 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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