PROFESSIONAL WRITING ESSENTIALS FOR GOVERNMENT

High Impact toolkit to transform your writing skillset in government

15 SEPTEMBER

YOU WILL LEARN HOW TO:

► 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

EXPERT FACILITATOR

Adrian Cropley OAM, FRSA, IABC Fellow, SCMP
Founder Director
Centre for Strategic Communication Excellence

BOOK BEFORE 3 JUNE, SAVE $600

VIRTUAL EVENT
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ABOUT THE EVENT

Research reveals that poor communication is the culprit for 70% of corporate errors, and that improving your communication skills may see as much as a 25% increase in productivity.

Developing your written communication skill-set is essential to succeed in today's increasingly fast-paced and technologically varied business environment. It's part of everyday life, yet many of us feel unsure about the correct etiquette and how to strike the right professional tone. In business writing, the language is concrete, the point of view is clear, and the points are well expressed, and learning how to write clearly and concisely will make you more impactful in your role.

This course is designed to show you the essentials of effective, efficient business writing and produce documents that are accurate, clear and consistent with government style requirements. You will learn how to write in a concise, compelling manner that gets to the heart of the point with speed and clarity and how to apply these skills across a range of common platforms, channels and formats, including email correspondence, proposals, complaints, internal and external communications and preparing business cases, official government documents.

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 was named a Fellow of the IABC in 2020.

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DAY ONE

Written Communication 101

▸ Explore a range of communication styles and how it will help when using written communication

▸ Understanding and segmenting your audience

▸ Creating key messages and incorporating them into your communication

▸ Defining the best written media for your communication

Writing for different Government channels and message formats

▸ The basic structure of agendas, emails, letters, ministerial proposals and reports

▸ The importance of grammar and punctuation

▸ Government writing Do's and Don'ts - email etiquette

▸ Using clear, concise and inclusive language with the right tone of voice

Writing for impact and influence

▸ How to communicate with your reader in mind for impactful engagement

▸ Set clear objectives and build a logical structure

▸ The importance of planning, drafting, editing and proofreading

▸ Communicate key messages with the right level of detail

Writing for different purposes

▸ How to respond to get what you want from to stakeholders

▸ How to handle difficult complaints and communications

▸ Writing in practice: Interactive practical exercise application of skills learnt

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Professional Writing Essentials for Government

15 September 2022

Online Delivery

Booking Form

Event Reference: GBWE0822A - O
Priority Code: I

Registration Information

Organisation Name			
Address	Suburb	State	Postcode

Booking Contact Information

Title	Full Name	Position	Email	Phone

Delegate Information

#	Title	Full Name or TBA	Position	Email
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Your Investment

Options (per person) Qty	Rapid Action Rate Register and pay by 3 June	Value Plus Rate Register and pay by 28 June	Super Saver Rate Register and pay by 22 July	Early Bird Rate Register and pay by 18 August	Standard Rate
_____ Workshop	$995 + GST = ($1094.50)	$1195 + GST = ($1314.50)	$1395 + GST = ($1534.50)	$1495 + GST = ($1644.50)	$1595 + GST = ($1754.50)
Discounted off standard rates :	Save up to $600	Save up to $400	Save up to $200	Save up to $100	All Prices listed in Australian Dollars

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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 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: Course materials included. Registration Options are per person only.

Payment Details

Payment is required prior to attending this event

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