

# Professional Writing Essentials for Government

16 Feb | Virtual

## 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

16 Feb | 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. He is the founder of the Centre for Strategic Communication Excellence and CEO at Cropley Communication.



**Adrian Cropley**  
Founder Director  
Centre for Strategic  
Communication Excellence

### GROUP DISCOUNTS

5 - 9 Attendees

**10%**

10 - 14 Attendees

**20%**

15 - 19 Attendees

**25%**

20+ Attendees

**30%**

### BOOK NOW AND SAVE

Rapid Action

**Save \$400**

Ends 31 October

Value Plus

**Save \$300**

Ends 14 November

Super Saver

**Save \$200**

Ends 23 December

Early Bird

**Save \$100**

Ends 20 January

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

Ends 31 October

Rapid Action
Save \$400

\$1295 +gst = \$1424.50

Ends 14 November

Value Plus
Save \$300

\$1395 +gst = \$1534.50

Ends 23 December

Super Saver
Save \$200

\$1495 +gst = \$1644.50

Ends 20 January

Early Bird
Save \$100

\$1595 +gst = \$1754.50

Standard Rate

\$1695 +gst = \$1864.50

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10%

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20%

15 - 19 attendees
25%

20+ attendees
30%

No. of Attendees

Total incl. GST

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

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Note: 2% surcharge applies to American Express payments

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Amount

Please quote ref GBWE0223A - O and registrant name

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

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