## Professional Writing Essentials for Government

21 Jun | 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

21 Jun | 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.

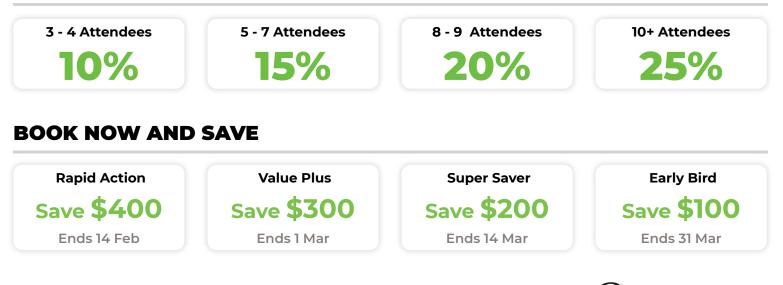


Adrian Cropley Founder Director Centre for Strategic Communication Excellence

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#### **GROUP DISCOUNTS**





#### Professional Writing Essentials for Government 21 Jun 2023 | Online

### **BOOKING FORM**

#### Event Reference: GBWE0623A - O

Priority Code: I

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Organisation Name							
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#### 1 Pricing Ends 14 Feb Ends 1 Mar Ends 14 Mar Ends 31 Mar **Rapid Action Early Bird** Value Plus **Super Saver** Standard Save \$400 Save \$300 Save \$200 Save \$100 Rate \$1495 +gst = \$1644.50 \$1595 +gst = \$1754.50 \$1395 +gst = \$1534.50 **\$1695** +gst = \$1864.50 **\$1795** +gst = \$1974.50 3 - 4 attendees 5 - 7 attendees 8 - 9 attendees 10+ attendees No. of Total GROUP

25%

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	Day	time on the first	Detail
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Date

incl. GST

Attendees

Signature

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