

# 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

### GROUP DISCOUNTS

3 - 4 Attendees

**10%**

5 - 7 Attendees

**15%**

8 - 9 Attendees

**20%**

10+ Attendees

**25%**

### BOOK NOW AND SAVE

Rapid Action

**Save \$400**

Ends 14 Feb

Value Plus

**Save \$300**

Ends 1 Mar

Super Saver

**Save \$200**

Ends 14 Mar

Early Bird

**Save \$100**

Ends 31 Mar

## 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				

## Pricing

Ends 14 Feb		Ends 1 Mar		Ends 14 Mar		Ends 31 Mar		Standard Rate	
<b>Rapid Action</b> Save \$400		<b>Value Plus</b> Save \$300		<b>Super Saver</b> Save \$200		<b>Early Bird</b> Save \$100			
\$1395 +gst = \$1534.50		\$1495 +gst = \$1644.50		\$1595 +gst = \$1754.50		\$1695 +gst = \$1864.50		\$1795 +gst = \$1974.50	
GROUP DISCOUNTS		3 - 4 attendees	5 - 7 attendees	8 - 9 attendees	10+ attendees	No. of Attendees		Total incl. GST	
		<b>10%</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>				

**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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 Electronic Funds Transfer  
 Please invoice me:  
 Purchase Order No. #

### Credit Card Details - Please charge my credit card for this registration:

Card Type  Visa  MasterCard  American Express

**Note: 2% surcharge applies to American Express payments**

Card Number                    Expiry  /

CVV    Full Name as on card

Cardholder's Contact Number

Signature  
X

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Please transfer funds directly to:  
Westpac Account Name: Liquid Learning Group Pty Ltd  
BSB: 032 002  
Account No: 407 273  
SWIFT Code: WPACAU2S

Amount

Please quote ref GBWE0623A - O and registrant name

## Authority

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

Name	Position	Phone
Email	Signature X	Date

Email this form to: [registration@liquidlearning.com.au](mailto:registration@liquidlearning.com.au) or Call us on: +61 2 8239 9711

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