

PROFESSIONAL WRITING ESSENTIALS FOR GOVERNMENT

High Impact toolkit to transform your
writing skillset in government



**9 DECEMBER
CANBERRA**

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



Sia Papageorgiou FRSA, SCMP
Managing Partner
**Centre for Strategic
Communication Excellence**

**BOOK
BEFORE
22 SEPTEMBER,
SAVE
\$500**

START YOUR LEADERSHIP JOURNEY!

Call +61 2 8239 9711 Priority Code - 1



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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.

ALSO AVAILABLE

8TH PUBLIC SECTOR EXECUTIVE LEVEL LEADERSHIP SUMMIT



5 - 9 DECEMBER 2022
CANBERRA

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

Business writing channels and message formats

- ▶ The basic structure of agendas, emails, business letters, proposals and reports
- ▶ The importance of grammar and punctuation
- ▶ Business writing Do's and Don'ts - email etiquette
- ▶ Passive, aggressive and assertive communication
- ▶ 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 stakeholders
- ▶ How to handle difficult complaints and communications
- ▶ Writing in practice: Interactive practical exercise application of skills learned

YOUR FACILITATOR

Sia Papageorgiou is a multi-award-winning strategic communication leader on a mission to elevate the value and visibility of strategic communication as a force for good in society. She's consulted to some of the world's highest profile organisations and governments, delivering creative communication solutions that drive understanding, impact, and performance. Sia is a certified strategic communication management professional, a Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce, and past president of the Victorian chapter of the International Association of Business Communicators (IABC). 2022 she was awarded the prestigious IABC Rae Hamlin Award in recognition of her exemplary service in advocating the Global Standard of the Communication Profession and evangelising the power and possibility of communication.



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Managing Partner
**Centre for Strategic
Communication Excellence**

Professional Writing Essentials for Government

9 December 2022

Canberra

Booking Form

Event Reference: GBWE1222A - C

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)

Options (per person)	Rapid Action Rate Register and pay by 22 September	Value Plus Rate Register and pay by 4 October	Super Saver Rate Register and pay by 20 October	Early Bird Rate Register and pay by 10 November	Standard Rate
Qty Workshop	\$1495 + GST = \$1644.50	\$1645 + GST = (\$1809.50)	\$1745 + GST = (\$1919.50)	\$1845 + GST = (\$2029.50)	\$1995 + GST = (\$2194.50)
Discounted off standard rates :	Save up to \$500	Save up to \$350	Save up to \$250	Save up to \$150	All Prices listed in Australian Dollars

Group Discounts Available:	10% off Standard Rate Team of 3 - 4	15% off Standard Rate Team of 5 - 7	20% off Standard Rate Team of 8 - 9	25% off Standard Rate Team of 10 +	TOTAL incl GST

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

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<input type="checkbox"/> Credit Card	Credit Card Details - Please charge my credit card for this registration: Card Type <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	Electronic Funds Transfer (EFT) Please transfer funds directly to: Westpac Account Name: Liquid Learning Group Pty Ltd BSB: 032 002 Account No: 407 273 SWIFT Code: WPACAU2S
<input type="checkbox"/> Cheque (payable to Liquid Learning Group Pty Ltd)	Note: 2% surcharge applies to American Express payments	Amount <input type="text"/>
<input type="checkbox"/> Electronic Funds Transfer	Card Number <input type="text"/> Expiry <input type="text"/> / <input type="text"/>	Please quote ref GBWE1222A - C and registrant name
<input type="checkbox"/> Please invoice me: Purchase Order No. # <input type="text"/>	CVV <input type="text"/> Full Name as on card <input type="text"/>	
	Cardholder's Contact Number <input type="text"/>	
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