



# Creating Publications That Cut Through and Inspire Action

Learn how to produce publications that your stakeholders will actually enjoy.

With this workshop, you'll understand how a successful publication is built from scratch and planned with purpose.

You'll learn how concept, copy, and design work together to create a compelling package of content that provides long-tail value for its readers, and effective return on investment.

## Evolve with QUTeX

Professionals who develop their communication skills with QUTeX develop real world capabilities today, that they can bring to their workplace challenges tomorrow.

This workshop introduces a powerful publications management framework that will keep you on the same page from ideation to distribution, save time and money, and achieve stronger engagement with your readers.

## Who should participate?

This workshop has been designed for professionals from all sectors who want their publications to better engage with target audiences. It is suitable for anyone who contributes to the publications process, including writers, editors, designers, and project managers.

No prior experience or training in this area is required for this course.

### Recent participant feedback:

"Real world examples of work and robust discussion with peers and facilitator made for fascinating insight"

"Very practical and filled with useful tips and case studies"

## Core concepts

This workshop will cover a range of topics, including:

- Establishing the business case for a publication
- Project planning and timelines
- Creating a narrative through-line
- Winning publication design
- Editorial governance
- Effective distribution strategy
- Seeking reader feedback.

## Your expert facilitator

**Cameron Pegg** is a leading content and communications consultant, based in Brisbane.



Cameron is a feature writer for The Australian, a regular guest on ABC Radio, and a founding editorial board member of the Journal of Educational Advancement and Marketing. He has been a finalist three times in the Queensland Clarion Awards for journalism, is an award-winning editor of corporate publications, and an accomplished speechwriter and ghost-writer.

Cameron regularly speaks at conferences and leads workshops and webinars on best practice storytelling. He has taught journalism and creative non-fiction at the University of Queensland, and delivered corporate communications training for the Queensland Writers Centre, and Writers Victoria.

## Cost

Early Bird registration (closes 4 weeks prior)	\$790 (GST included)
Standard registration (closes 4 days prior)	\$880 (GST included)
QUT Alumni / Staff registration	\$660 (GST included)
Group registration (4 or more)	\$790 (GST included) per person

Fees include course materials, morning tea, lunch, and afternoon tea.



Duration: 1 Day



Certificate of Completion



Cost: From \$790

## Apply Now

Web: [QUT.edu.au/QUTeX](http://QUT.edu.au/QUTeX)

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