



Creating Corporate Publications That Cut Through

Designed to assist professionals from all sectors to produce better publications, communications and marketing.



Overview

With this one-day 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 one-day workshop introduces a powerful new planning framework that will keep you on the same page from ideation to distribution, save time and money, and achieve stronger engagement with your readers.



Your expert facilitator

Cameron Pegg



[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.



Course at a glance

Core Concepts

This one-day workshop will cover a range of topics, including:

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

Certification

At the end of the course, you'll receive a Certificate of Attendance documenting your participation in the course.



18 March 2020



Brisbane



1 Day



Certificate of attendance



From \$790



[Enrol today](#)

Get future fit. Fast.

Executive Course:

Creating Corporate Publications That Cut Through



Registration Details

Registration Type

Early Bird registration (closes 4 March 2020)	\$790 (inc. GST)
Standard registration (closes 16 March 2020)	\$880 (inc. GST)
QUT Alumni/Staff registration	\$660 (inc. GST)
Group registration (4 or more)	\$790 (inc. GST)

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 managers.

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

When and where

Wednesday, 18 March 2020
9:00am - 4:30pm (registration from 8:45am)

QUT Executive Education Centre
B Block, QUT Gardens Point
2 George St
Brisbane QLD 4001



Get future fit. Fast.

For more information about this course or other learning solutions offered by QUTeX, please contact:

Web: QUT.edu.au/QUTeX

Phone: 07 3138 7733

Email: qutex@qut.edu.au

Blog: blogs.qut.edu.au/qutex

