

THETA

The Higher Education Technology Agenda

Making your message matter – how to inspire, connect and engage to share your organisation’s activities and outcomes

In simplistic terms, effective communication is providing the right message to the right people in the right way at the right time.

Are your activities and outcomes important? Do you want to learn how to effectively communicate information, increase your profile and make your message matter? Not sure where to start or how to do it? If you answer “yes” to any of these questions, then this presentation is for you!

Communication is continually evolving – in the 1990s the Internet was emerging and we told users to RTFM and visit our 1 page website. In 2015 it’s a vastly different ballgame....we now seek to elicit actions by targeting specific emotional responses and TDFB (Think – Do – Feel – Believe) has become the guiding force for communication.

Successful communicators are successful people. 87% of our daily lives revolve around written and verbal communications activities – creating and reading documents and reports, delivering and listening to presentations and participating in meetings.

This workshop will help increase the effectiveness of your communications:

- Key communication concepts including identifying your “end game”
- How to plan effective communications activities using the MY STORY framework
- How to write clear and concise “copy” for specific audiences (including tricks to improve your communications materials)

By the end of this presentation you’ll learn how to improve the structure, quality and

effectiveness of your written and verbal communications activities and understand the best way to present information to others.

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