

BIOGRAPHY

Chris developed a fascination with the power of words at a very early age. With 20 years experience as an advertising copywriter, he's helped brands of all shapes and sizes persuade, inform and delight their customers in just about every channel available.

Yet, despite writing hundreds upon hundreds of thousands of words, he still finds it incredibly difficult to write about himself – especially in the third person.



PRESENTATION OVERVIEW

“Watch your tone. Find your voice.”

How many times have you heard the phrase “It’s not what you say, it’s how you say it”? In this session we’ll explore the opportunities communicators have to differentiate, delight and dominate through tone of voice.

With digital channels requiring constant attention, every day brings new challenges for communicators. Having the right tone of voice and ensuring it is consistently can help make life easier for everyone who communicates on behalf of an organisation. We’ll look into ways you can help shape and implement a style the suits your needs.

Words are the most powerful things on the planet. They can motivate, inspire and include. They can also be ignored, or, worse still, be misinterpreted. But despite there being hundreds of thousands of them to choose from, finding the right ones might be easier than you think.

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