



# OPENING AND CLOSING PRESENTATIONS WITH POWER

**SATURDAY, SEPTEMBER 4, 2010, 08:30 - 16:30  
INSTITUTE OF PHARMACEUTICAL MEDICINE,  
KLINGELBERGSTRASSE 61, BASEL, SWITZERLAND**

Which way will you begin your next presentation?

“I’m here today to tell you a few things about how you can make your presentations a bit more memorable. I would like to show you that how you begin and how you end a presentation can make a difference.”

**OR**

“The first 60 seconds are the most important in the entire presentation.

When I prepare a presentation, I spend as much time preparing the first minute as I do on the rest of the presentation. During this first minute I have to give the members of the audience a reason to listen to me and a reason to believe that what I have to say is going to change their lives.

When I end the presentation I want them to think about my opening while listening with enthusiasm up until the final words, which most definitely will not start with the words ‘in conclusion.’”

We’ve seen too many speakers with good skills and even better content give only average presentations. They don’t get the audience engaged at the beginning and then they leave them flat at the end.

Strengthen your presentations by learning how to construct and deliver better openings and closings. Develop comfort using a variety of approaches to capture your audience’s attention: pictures, quotations, stories, music, exquisite silence. See yourself in action on camera. Receive personal critique from the instructor and participants.

## **Who Should Enroll**

This course is open to all experienced professionals who want to improve and strengthen their communication and presentation skills. In particular, this program will allow participants to develop a persuasive edge that will help them to be more effective in front of internal and external audiences.

## **Participants in the program will become more**

- *Engaging* (someone who grabs the audience’s attention and gains instant credibility)
- *Energizing* (someone who is memorable and worth listening to)
- *Effective* (someone who communicates their message clearly)

## **Faculty**

This program will be taught by Michael Vivion, PhD. Mike is Executive Director at ECG, the Communication Strategy Company; visiting professor at ECPM and University of California at Santa Cruz and San Francisco; formerly Global Head of Strategic Communication at F. Hoffman-La Roche; personal communication coach to healthcare professionals at BMS and Roche; lecturer and writer on knowledge management, regulatory communication, and issue management.

## **Organisers**

ECG, Inc. is an international communication strategy company that provides consulting, coaching, and training. Their business is communication. ECG has been providing high-level communications training to leading companies around the globe for over 30 years. ECG is based in Englewood, New Jersey, USA.  
**[www.ecglink.com](http://www.ecglink.com)**.

ECPM, European Center of Pharmaceutical Medicine is an Institute both at the Medical and Pharmaceutical Faculty of the University of Basel, Switzerland. It is offering postgraduate education in the field of Drug Development in partnership with the pharma/biotech industry and the regulatory authorities.  
**[www.ecpm.ch](http://www.ecpm.ch)**

## **Registration and Fee**

Via our homepage [www.ecpm.ch](http://www.ecpm.ch).

A limited number of places are available, so please book early.

CHF 950.00 incl. course material, coffee and lunch