



PRESENTATION AND COMMUNICATION SKILLS FOR LIFE SCIENCES PROFESSIONALS

UBS TRAINING AND CONFERENCE CENTER, BASEL

**NOVEMBER 4-5, 2009 CORE SEMINAR
SAS RADISSON HOTEL, BASEL, SWITZERLAND**

**NOVEMBER 2-3, 2009 ADVANCED MODULE
UBS TRAINING CENTER, BASEL, SWITZERLAND**

organised by

ECG The Communication Strategy Company, New Jersey, USA

ECPM European Center of Pharmaceutical Medicine, University of Basel, Switzerland

under the auspices of EUCOR

European Confederation of the Upper Rhine Universities

Basel, Freiburg i.Br., Strasbourg

Any scientific breakthrough, technical achievement or medical discovery is only as good as your ability to clearly and concisely explain it to others in language they can understand and relate to.

The Presentation and Communication Skills seminars are intensive two-day programmes designed to help you quickly build and expand essential presentation skills, persuasive power, and personal presence. They are for experienced professionals who want to improve their personal communication skills, become more persuasive, and increase their effectiveness at work.

You will learn how to:

- Speak effectively to groups of any size,
- Conquer stage fright, nervousness and anxiety,
- Look and sound your absolute best,
- Take control of a room and command attention,
- Discover your Best Natural Style™,
- Use body language to enhance your message,
- Control question and answer sessions,
- Employ visual aids for maximum impact, and
- Persuade your audience to believe in your ideas and take action.

Core Seminar

This programme is an interactive, hands-on workshop. You get to make actual presentations to a group of your peers and try out new skills and techniques immediately. Your present actions are video recorded so that you can see for yourself how you are perceived by others.

Advanced Module

This programme includes advanced persuasion and audience interaction techniques. You will learn how to present your ideas with diplomacy and authority, handle Q&A sessions, and discover the secrets to thinking on your feet and maintaining control of your presentation agenda.

Deadline for registration is October 26, 2009. Enrollment for each class is limited to 16, and must be done for each seminar separately.

Find out more or register online at www.ecpm.ch

accredited by

ADVANCED STUDIES
UNIVERSITÄT BASEL