



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

accredited by

ADVANCED STUDIES
UNIVERSITÄT BASEL

INVITATION

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.

Presentation and Communication Skills seminar is an intensive two-day programme designed to help you quickly build and expand essential presentation skills, persuasive power, and personal presence.

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.

All participants will record a short baseline presentation followed by a series of videotaped exercises which will reflect your improvement during the training programme.

We are looking forward to working with you and your colleagues



Frank Carillo,
President and Managing Director ECG



Prof. Thomas D. Szucs,
Director ECPM



Dr. Michael Vivion,
Executive Director ECG



Dr. Annette Mollet,
Head Training and Education ECPM

PARTICIPANTS

Presentation and Communication Skills for Life Sciences Professionals is designed specifically for experienced professionals who want to improve their personal communication skills, become more persuasive, and increase their effectiveness at work.

Participants in the programme will become more:

- Capable (someone who can be followed and understood)
- Credible (someone who can be trusted and believed)
- Captivating (someone who can be remembered and worth staying awake for)

The number of participants is limited to 16.

Enrolment can be for one or both programmes, but there is a separate fee for each.

PROGRAMME

Core Seminar

The 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.

The programme will cover:

- Performance Anxiety
- Developing a comfortable natural style
- Eye Focus
- Building a stronger Communication Impact through the interplay between words, voice, and body language
- Messaging Strategies
- Visual Aids and PowerPoint
- Question & Answer Techniques

There will be an overnight assignment to prepare for a presentation.

Advanced Module

The programme is tailored towards professionals who have attended the core seminar previously or who have advanced presentation and communication skills.

You will be involved in 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.

While most business communication needs are fairly routine, some involve touchy areas or sceptical audiences. Sometimes, situations can be particularly difficult and require extra finesse and expertise to deal with hostile people or constituents.

You will learn how to:

- Master persuasion strategies
- Win support from your detractors and other sceptics
- Field tough questions competently and effectively
- Present your ideas with diplomacy and authority
- Target your objective through outcome-based thinking
- Discover the secrets to thinking on your feet
- Choose the right content for maximum impact
- Handle rapid-fire questioning and hostile audiences
- Take control under adverse circumstances

There will be a pre-assignment to prepare a presentation.

TEACHING FACULTY

Frank Carillo: President and Managing Director of ECG; former lecturer at Loyola University (New Orleans, USA); guest communication analyst for CNN, ABC, NBC, CNBC, CBS, FOX; personal communication coach to numerous senior healthcare executives and a regular speaker and writer on successful communication practices.

Michael Vivion, PhD: Executive Director of ECG; visiting professor at ECPM, University of California: Santa Cruz and San Francisco; formerly Global Head of Strategic Communication at F. Hoffmann-La Roche; personal communication coach to healthcare professionals at BMS and Roche; lecturer and writer on knowledge management, regulatory communication, and issue management.

Carillo and Vivion have experience across the industry – in pharma, biotech, devices, and vaccines. They've trained teams for FDA Advisory Committee Meetings, helped construct presentations to the CHMP, facilitated launch programs and managed messages for investigator meetings. They've run Advisory Boards and project debriefs. They bring to their clients diverse experience and expertise as professional communicators and business people.

ORGANISERS

ECG 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

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

CERTIFICATION

This course is open to all health care professionals who want to improve and intensify their communication and presentation skills. The core seminar programme reveals 1 ECTS credit point from the University of Basel which can be used for your continuing education to maintain your specialist title or to achieve a Master of Advanced Studies in Drug Development Sciences MDDS. The course represents an elective module within the Master Programme, see www.ecpm.ch

REGISTRATION FEE

Cost is per course

CHF 2'000.–

CHF 1'000.– for academic employees and registered MDDS candidates

This includes meeting material, lunch and coffee.

REGISTRATION

Deadline for registration is October 26, 2009.

Please register at

ECPM Executive Office, Mrs. Amanda N. de Sola Pinto,

University Hospital, CH-4031 Basel, Switzerland

Phone +41 61 265 7650

Fax +41 61 265 7655

e-mail ecpm@unibas.ch

COURSE VENUE

UBS Training and Conference Center

Viaduktstrasse 33

CH-4002 Basel

www.ubs.com/1/e/abz_basel.html

REGISTRATION FORM

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Title/First Name/Name _____

Department/Company _____

Address _____

Code/City _____

Phone _____ Fax _____

e-mail _____

- core seminar on November 4 – 5, 2009
 advanced module on November 2 – 3, 2009

Registration fee of CHF will be paid

by bank transfer to the ECPM
account no. 16.572.653.50 at Basler Kantonalbank, CH-4002 Basel
swift code BKBBCHBB, BIC/BLZ 00770,
IBAN no CH74 0077 0016 0572 65350.

Please indicate your name.

- I would like to receive an invoice

Date _____ Signature _____

Deadline for registration: October 26, 2009

Registration will be confirmed by e-mail.

Please send your registration to
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e-mail ecpm@unibas.ch



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