



University
of Basel

Faculty of
Medicine



Mastering the Art of Persuasive Communication

University of Basel
Basel, Switzerland
30.01.–31.01.2024

ECPM[®] 
European Center of Pharmaceutical Medicine

CONTINUING
EDUCATION

Course Description

This is a workshop like no other! It will dramatically change how you approach, develop and deliver presentations.

Pharma industry professionals and scientists often struggle with translating complexity into simplicity; effectively tailoring messages for stakeholders; getting to the point and avoiding rabbit holes; creating an engaging narrative that keeps the audience listening; being too detailed or academic; not confidently handling Q&A. And these are just a few of the problems we see.

Company leaders tell us that managers and scientists frequently lack the communications skills to sell themselves and their projects. This can undermine and stall promising careers.

Our intense, two-day, highly interactive workshop will significantly improve your communication skills and help you resolve some of your issues – both those you are acutely aware of and perhaps some you aren't.

In preparation, you will need to come ready to deliver a 5-minute work-related presentation.

Course Program

Day one – A systematic approach to content

- Introducing a process to develop content and plan delivery
- Understanding and addressing stakeholder needs
- Presenting and receiving customized feedback
- An approach to developing and testing key messages
- Managing Q&A using media techniques

Day two – Tools to create a compelling and memorable narrative

- Storyboarding
- The art of storytelling and the Hero's Journey
- Managing PowerPoint
- Dealing with nerves
- Final presentation delivery

Learning Outcomes

By the end of course, you will understand how to:

- Present in a more compelling and engaging way
- Increase your confidence, capability and avoid common pitfalls
- Use new tools, templates and techniques
- Translate complex concepts into clear and concise messages for stakeholders
- Develop an engaging narrative using storytelling techniques
- Differentiate your science / project
- Handle Q&A more confidently

Course Faculty

O'Patrick Wilson and Jennifer Sgueglia are the directors of O public relations GmbH (OPR) based in Switzerland.



O'Patrick was Head of Internal & External Communications for Syngenta (Basel). Companies in his past: Ciba Specialty Chemicals (New York), Hitachi (New York and Tokyo), Time Magazine and ABC News (Rome, Italy). He received his M.S. in Journalism at Columbia University, New York.



Jennifer has held various management positions: Gymboree Corporation in New York, where she had oversight of 10 stores and more than 100 store managers and associates. Other companies in her past: The Limited Organization (Metropolitan New York) and The Plaza Hotel (NYC). She has a degree in Business Management & Marketing from the State University of New York, Albany.

So, why OPR? Why us? Quite simply, we are very good. This is what clients have said about our training.

You get the idea. We started O public relations back in 2004. Because as far as we were concerned, there were no high-quality communications agencies in Switzerland with a truly global mindset. At the start, all of our business was for Swiss clients. Today, post COVID, 70% of our business is for clients outside of Switzerland. Our approach has been to ruthlessly focus on those areas of communications we do very well.

As a result, all of our business has come from repeat customers and by word of mouth. Happily, almost 20 years later, we are still thriving.

These are a few of our clients: Roche, Swiss Re, Ferring, FMC, Syngenta, J&J, Amgen, Alentis, and many, many more. At last count, we have trained more than 5'000 professionals on every continent except Antarctica – from junior employees and bench scientists right up to Chairpersons and CEOs.

Testimonials

“Very challenging, really outside my comfort zone. But it was fun. I feel inspired and I want to get better ... Thank you.”

“This gave us a completely new way of looking at and influencing our stakeholders. Thank you!”

“Two days was not enough for me. Please come back and do a refresher next year.”

“I loved it. I'm exhausted. But I loved it”

“Thank you so much! It's been a week since our workshop and already I'm putting what I learned into practice!”

“Thank you for sharing your fabulous insights and materials. I've reviewed them in full and anticipate that I will return to them over and over. It's no wonder that we've returned to you time and again to help develop our communication skills. You are both extraordinary educators with personalities to match! I hope that I have the opportunity to learn from you in the future.”

“This course is so good that there is nothing to improve. Keep (it)... as is.”

Target Audience

If you want to improve your communication skills and advance your career, this course is for you. After this workshop, you will approach presenting quite differently. You'll understand the importance of clear objectives, address the needs of stakeholders and get to the point. And you'll keep your audience fully engaged!

Course Credits

The course including assessment provides 2 ECTS credits.

Course Date and Venue

30.01.–31.01.2024
University of Basel

Course Fee

Course fee including certificate, electronic course material, lunch and coffee break is CHF 1800.

A reduced fee applies to participants from academia and non-profit organizations.

In case of cancellation, refund of fee will be given if cancellation is received in written format (ecpm@unibas.ch) before the deadline for registration, after this date no refund can be given.

Course Registration

www.ecpm.ch/mastering-persuasive-communication
Deadline for registration: 10.01.2023

Course Organizer

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