



WHAT DOES IT TAKE TO COMMUNICATE SUCCESSFULLY TO MEDIA AND INVESTORS?

ONE-DAY COMMUNICATIONS WORKSHOP ON APRIL 29 2022 IN BASEL

You learn about the cornerstones of a communications strategy that fits to your business strategy and the development stage of your company. We will explore on how to craft a convincing company positioning and a set of strong key messages. We will also discuss on how to make best use of media relations and LinkedIn to attract interest in your company. You learn on today's expectations of investors as well as the trade and public media. A practical media training will round off the day.

The workshop is conducted by Daniel Piller, CEO of Piller Public GmbH (www.piller-public.ch). Daniel managed global media relations of Roche for nearly a decade. As a former business editor of the Neue Zürcher Zeitung the trained economist also brings in the journalistic perspective. For some time now, he uses his tried and tested communications and management know how to advise life sciences companies – newly founded start-ups to big corporates – in Communications, Media and Investor Relations.

The Workshop consists of five main components:

- Communications strategy
- Positioning and key messages
- How to make best use of media relations and LinkedIn
- How to prepare for an investor pitch and a media interview
- Practical media training

Meaningful progress can be made in a single day. However, you often will need specific advice when you face a specific challenge in everyday business. One hour of individual communications advice is therefore included in the package.

Price, date, registration. The price per participant is CHF 850 (excluding VAT). The one-day workshop takes place on Friday, April 29 2022, from 9am to 5pm in Basel (in walking distance from SBB train station). The workshop is offered in either english or german, depending on actual demand. The number of participants is 3 to 6. For further information, please contact Daniel Piller (piller@piller-public.ch, +41 79 341 36 78).

Testimonials

Georges Muller, CEO and cofounder at SEED Biosciences: «The workshop is a must do for entrepreneurs. My take-home message? It's all about good preparation!»

Sébastien Nusslé, Co-founder, CSO and Chair of the Board at Genknowme: «The workshop gave me key elements on how to manage communications as an early stage start-up. It was accessible, fun and dynamic.»