



WHAT ARE THE BUILDING BLOCKS FOR SUCCESSFUL COMMUNICATIONS?

ONE DAY COMMUNICATIONS WORKSHOP FOR START-UP COMPANIES

You learn about the drivers of a strong company reputation and 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 best visualize your key messages. You learn on today's expectations of investors as well as the trade and public media. A practical training on how to best prepare for an investor pitch and a media interview will round off the workshop.

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 a journalistic view. For the last seven years 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 six main components:

- Drivers of a strong company reputation
- Communications strategy
- Positioning
- Key messages
- Visualizing your key messages
- Practical training in preparing for an investor pitch and a media interview

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, dates, registration. The price per participant is CHF 850 (excluding VAT). The workshop location and date are fixed according to individual needs. The training is conducted in English or German. 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.»