



HOW DO I EFFECTIVELY POSITION MY COMPANY TOWARDS THE MEDIA?

ONE DAY MEDIA RELATIONS WORKSHOP FOR START-UP COMPANIES

You learn about the drivers of a strong corporate reputation and how to craft a convincing company positioning and a set of strong key messages. We will discuss the key elements of a media relations strategy that fits to your business strategy and the development stage of your company. This is followed by a section on today's expectations of the trade and public media and what it takes for a good media story. A practical media training, that supports you in steering a conversation and in confidently positioning your company and your lead projects, 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 his journalistic perspective. For some time he has his own start-up and 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
- Company positioning and key messages
- Media relations strategy
- Media landscape
- Media story
- 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. 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.)

Testimonial

Dr. Carsten Thiel, President Europe, EUSA Pharma: «Thanks to Daniel's strong communications skills, his pragmatic approach and his profound knowledge of the pharmaceutical industry, he has provided me with very valuable advice to make important media meetings more effective.»