



HOW CAN I EFFECTIVELY POSITION MY COMPANY TOWARDS MEDIA AND INVESTORS?

ONE DAY MEDIA AND COMMUNICATIONS WORKSHOP ON FEBRUARY 10, 2020 AT BIOPÔLE IN LAUSANNE

Media training is a specialized form of communications training that supports you in steering a conversation and confidently focussing on your key messages. The learnings will also help you in making conversations with investors more effective. 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 he also brings in a journalistic view of business. For the last seven years he uses his broad communications and management expertise to advise life sciences companies – newly founded start-ups to big corporates – in Communications.

The One Day Workshop consists of four main components:

- **Reputation and Positioning.** You learn about the value and the drivers of a strong reputation and on how to craft a crisp and convincing company positioning.
- **Media education.** You will learn about the current media landscape, the media's expectations and what it takes for a good media story.
- **Practical media training.** You are exposed to the «Do's and Don'ts» in giving interviews. You learn how to prepare for an interview and how to develop key messages. Furthermore, you get tips on how to manage challenging situations in an interview.
- **Individual advice after the workshop.** 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 communications advice is therefore included in the package.

Price, dates, registration. The price per participant is CHF 850 (excluding VAT). The workshop will be conducted on **February 10 2021 at Biopôle in English**. For registration or questions, please contact Daniel Piller (piller@piller-public.ch, +41 79 341 36 78.)

Feedback from recent participants:

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.»

Georges Muller, CEO and cofounder at SEED Biosciences: «The workshop is a must do for entrepreneurs. I particularly enjoyed the interview simulations, especially when Daniel put me on the grill! My take-home message? It's all about good preparation!»

José Manuel Feijóo, Chief Business Development Officer at Gondola Medical Technologies SA: «My main learning is that there is only a return in media work, if we investment thoroughly in it. We have to do our homework in the same way, we do it with all other business stakeholders.»