



University
of Basel

Faculty of
Medicine



Communicating More Powerfully and Persuasively – the Virtual Seminar

University of Basel
Basel, Switzerland
May 31, June 4 & 9, 2021
10:00 am – 1:00 pm CET



European Center of Pharmaceutical Medicine

ADVANCED STUDIES

Course Description

This communication and presentation skills virtual seminar is a hands-on interactive three-hour three-session program designed to build and expand essential presentation skills from both content and delivery perspectives. The course has been developed for participants who want to improve their personal communication skills, their ability to deliver targeted, compelling and memorable presentations, and to handle difficult questions from stakeholders.

Participants should come ready to deliver a three-minute presentation as well as a short story about a project in which they have been involved. Feedback from peers and the facilitators will help participants improve their ability to connect from both content and delivery perspectives.

Course Program

Session 1 – The process, establishing a baseline, and stakeholders

- Introduction to developing powerful presentations
- Participants will deliver a three-minute presentation and receive immediate feedback
- Stakeholder definition, prioritization and analysis

Session 2 – Messaging and storyboarding

- Participants will develop a message to their original presentation
- Participants will deliver a “passion speech” introducing a story and emotion
- Structure and storyboard a presentation to address key stakeholders

Session 3 – Storytelling and Q&A

- Storytelling techniques
- Media techniques to confidently handle question and answer sessions
- Participants will put all pieces together and deliver a final presentation

Learning Outcomes

By the end of the course, participants will be able to:

- Present in a more compelling way to internal and external stakeholders with increased confidence and capability
- Use skills and techniques to:
 - Translate complex concepts into scalable and tailored messages for stakeholders
 - Develop engaging narratives using storytelling models that showcase and differentiate their science/project
 - Speak effectively face-to-face and online
 - Confidently handle question and answer sessions

Participants will receive all course materials electronically, a video taken from their presentation, as well as an individual one-page report highlighting their strengths and potential areas of development.

Course Faculty

O'Patrick Wilson and Jennifer Sgueglia,
O public relations GmbH, Ettingen, Switzerland

Target Audience

The course is designed for participants who want to improve their personal communication skills, their ability to develop targeted, compelling and memorable presentations, and to handle difficult questions from stakeholders.

Course Credits

The course provides 1 ECTS credit.

Course Date and Venue

Session 1: May 31:	10:00 am – 1:00 pm CET
Session 2: June 4:	10:00 am – 1:00 pm CET
Session 3: June 9:	10:00 am – 1:00 pm CET

This seminar will be held online via <https://zoom.us/>.

Course Fee

Course fee including certificate, electronic course material, video and one-page report is CHF 1200.–. A reduced fee applies to participants from academia and nonprofit 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/presentation-and-communication-skills
Deadline for registration: May 17, 2021

Course Organizer

European Center of Pharmaceutical Medicine
Phone +41 61 207 19 50
E-mail ecpm@unibas.ch

Educating Talents since 1460.

University of Basel
ECPM
Institute of Pharmaceutical Medicine
Klingelbergstrasse 61
4056 Basel
Switzerland
www.ecpm.ch

