



University  
of Basel

Faculty of  
Medicine



# Communicating more powerfully and persuasively

University of Basel  
Basel, Switzerland  
October 26–27, 2021



European Center of Pharmaceutical Medicine

ADVANCED STUDIES

## Course Description

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This course is an intense two-day interactive, hands-on program designed to build and expand essential presentation skills from both content and delivery perspectives. Participants will learn how to improve their personal communication skills, their ability to develop targeted, compelling and memorable presentations, and to handle difficult questions from stakeholders.

Participants should come ready to deliver a ten-minute presentation as well as a short story about a project in which they have been involved. Crucially, the story must include the type of obstacles that were faced, how they were overcome, the people or factors that helped or hindered along the way, together with the successes and failures and the outcome. Feedback from peers and the facilitators will help participants improve their ability to connect from both content and delivery perspectives.

## Course Program

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### **Day 1 – The process, establishing a baseline, stakeholders and messaging**

- Introduction to developing powerful presentations
- Participants will deliver two presentations and receive direct feedback
- Stakeholder definition, prioritization and analysis
- Development of key messages

### **Day 2 – Storytelling, creating a narrative, and Q&A**

- Storytelling techniques
- Structure and storyboard a presentation to address key stakeholders
- Media techniques to confidently handle question and answer sessions
- Delivery of final presentations by participants

## Learning Outcomes

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By the end of the course, participants will have a better understanding of how 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 to groups of any size face-to-face and online
  - Confidently handle question and answer sessions

## Course Faculty

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

## Target Audience

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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

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The course including assessment provides 2 ECTS credits.

## Course Date and Venue

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October 26–27, 2021  
University of Basel

## Course Fee

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Course fee including certificate, electronic course material and coffee breaks is CHF 1800.

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

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[www.ecpm.ch/communicating-more-powerfully-and-persuasively](http://www.ecpm.ch/communicating-more-powerfully-and-persuasively)

Deadline for registration: October 11, 2021

## Course Organizer

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# **Educating Talents** since 1460.

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