

COMMUNICATION – MAKE THE BEST OF AN IMPORTANT BUSINESS TOOL

BASICS AND PRACTICAL TIPS FOR BIOTECH SME'S

TARGET GROUP

SME's and start-ups in biotech

OBJECTIVES

This one-day symposium will give an overview on theory as well as practical aspects and case studies on communication in biotech.

INTRODUCTION

Communication is more than a buzz word, it is an all-embracing necessity in daily business life in internal as well as external processes. Communication is the exchange of either formal or informal and written, spoken or demonstrated information. Regardless of format, in each and every case, the content has to be customized for the target audience being e.g. staff, investors, customers, research and business partners or authorities.

EVENT FEES

free of charge for SBA / swiTT members
CHF 150.00 for all others

The registration will be confirmed after receipt of payment by invoice. No refunds.

EVENT VENUE AND DATE

■ **November 14, 2008**

■ **Museum für Kommunikation,**
 Helvetiastrasse 16, 3000 Bern:
 tram 3 (direction Saali) and tram 5 (direction Ostring), exit Helvetiaplatz

PROGRAM OUTLINE

■ 10.00 Reception / Registration

Optional Workshop (for SBA members only, limited to 10 persons)

■ 10.15 **Communication Basics and Theory.**
Domenico Alexakis, Bridge Plus AG

■ 11.45 **Lunch** (included for workshop participants)

Practical Aspects in Communication

■ 13.00 Reception / Registration

■ 13.30 **Kommunikation in der Praxis.** *Béatrice Miller, SATW*
 (presentation in German, slides in English)

■ 14.00 **Communication Concepts – Branding, Claims, Corporate Identity.** *Roger Aeschbacher, aeschbacher consulting*

■ 14.30 **Reach out for Investors, Analysts and Journalists – How News Distribution Supports Your Targets in Important Biotechnology Markets.** *Susanne Minnecker, Business Wire*

■ 15.00 Coffee Break

■ 15.30 **Media Relations.**
Adalbert Koch, Swiss Reinsurance Company

■ 16.00 **No Words, but Action.**
Magnus Kahlweiss, Digitalvideoproduktionen

■ 16.30 Aperero and Networking

REGISTRATION:

Workshop incl. Lunch (SBA members) Afternoon session

Name: _____

First Name: _____

Company: _____

Address: _____

e-mail Address: _____

Please return this registration until October 17, 2008 by email or fax to: SBA-Event Office, Fax: 044 786 16 81