Telling the Biosafety Story – Tips for Being an Effective Communicator

A distance learning opportunity

February 22 and March 1, 2022
1:00 – 3:00pm (CST)

Telling the Biosafety Story – Tips for Being an Effective Communicator is a webinar that will help anyone who communicates about biosafety be more effective in explaining what biosafety is, why it is so important and what others need to know about biosafety – in a way that fit the intended audience. The webinar will discuss techniques and strategies for success, review common downfalls, and provide an opportunity for hands-on practice in small groups. This course will occur over two 2-hour sessions. At the conclusion, participants will understand how to determine who the audience is for a given communications need, tailor their message to their audience, and how to deliver the message in an engaging way. The webinar will be led by a communications expert with over 20 years’ experience developing and sharing messages with a wide variety of target audiences.

This webinar will be two-2-hour sessions on Tuesday February 22 and Tuesday, March 1, 2022, at 1:00 pm CST. Between the sessions, participants will complete a communications scenario assignment in small groups. For the webinar sessions, you should plan on logging in at 12:45 pm (CST) both days. You are required to attend the webinar session, complete and/or access all the modules in the course on the training site to receive the completion certificate through the ABSA International Training Site. The link in the invitation will be unique to the user and cannot be shared.

Upon completion of this webinar, participants will be able to:

- Recognize the elements of being an effective communicator
- Determine their target audience and identify what the audience wants and needs to know
- Determine what information needs to be included in the message
- Develop appropriate messages that will resonate with the target audience
- Deliver their biosafety message in an effective manner

The webinar will be presented by Joelle Hayden, Public Affairs Specialist, U.S. Department of Agriculture, Animal and Plant Health Inspection Service, Riverdale, Maryland.

WHO SHOULD ATTEND

- Biosafety professionals in government, industry, academic and other institutions/organizations
- Anyone who regularly communicates about biosafety with the public or non-biosafety professionals

COURSE FEES

- ABSA Members $215.00 USD
- Nonmembers $365.00 USD

To obtain the ABSA member rate, the participant will need to be an ABSA member in the year in which the training is offered. Course fees include: course handouts, access to the ABSA International training site, and 4-hours of interactive instruction from well-respected subject matter expert.

Group Discount: 10% off registration for 3-4 participants from the same organization; 20% off registration for 5-9 participants from the same organization; 30% off registration for 10 or more participants from the same organization

QUESTIONS

Please direct questions about this webinar to:
Kari DeServit, MEd, Director of Education, ABSA Office, 866.425.1385 (toll free), Email: education@absa.org

This course has been approved for 0.5 CM points toward RBP/CBSP recertification. *ABSA International is approved as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E.® Program. This course is approved for 4.50 P.A.C.E.® contact hours. The links to the various invitations for the course will be unique to the user and cannot be shared. The links are for single, individual use only. If more than one occurrence of an individual’s name is on the Zoom attendee list or a name not of the roster, all instances will be removed from the webinar with no refund. The webinar and its associated links are for single, individual use only.
Registration Form

Telling the Biosafety Story – Tips for Being an Effective Communicator

*Name (First, Middle Initial, Last): ____________________________________________

Degree(s): Position Title: ____________________________________________________

Affiliation: ________________________________________________________________

*Address: ________________________________________________________________

*City, State: Country: Zip/Postal Code: ________________________________________

*Telephone: ___________________________________________________________________

*E-mail: ___________________________________________________________________
(Please provide your preferred email address, which you frequently access)

*Required information

Payment:

____ ABSA Members $215.00 USD
____ Nonmembers $365.00 USD

Group Discount:

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____ 20% off registration for 5-9 participants from the same organization
____ 30% off registration for 10 or more participants from the same organization

For the group discount, please call the ABSA Office to register the participants

Check enclosed (drawn in a US Bank on US funds; made payable to ABSA International)

______ Visa ______ MasterCard ______ American Express

Card Number: ___________________________________________________________________
Expiration Date: __________________________ CVV: ________________________________
Name on card: ___________________________________________________________________

To obtain the ABSA member rate, the participant will need to be an ABSA member in the year in which the training is offered. Confirmed, paid participants will be sent detailed information regarding the course within a few days prior to the course. Substitutions allowed with notice by 1/25/2022. There is a 15% processing fee for cancellations prior to 1/25/2022. Cancellations between 1/25/2022 and 2/1/2022 will be refunded at 50% of the course fee. No refunds after 2/1/2022.

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Register by phone: ABSA International or On-line: http://www.absa.org/
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Phone: (847)949-1517
E-mail: education@absa.org