



ABSIA INTERNATIONAL

The Association for Biosafety and Biosecurity

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12. PR & Communication Essentials for Biosafety Professionals:

A “how to” guide for working with media and others – media training, key message development and leveraging biosafety & SMEs within your organization

A distance learning opportunity – free for ABSIA International Members

March 28, 2024

11:00 – 1:00 PM (CDT)

PR Essentials for Biosafety Professionals is a webinar for anyone who communicates with different audiences about biosafety. The course will provide a foundation in public relations practices including practical tips on how to: effectively communicate key biosafety messages to media and others within your organization; craft messages for different audiences, execute media training tactics and effectively position biosafety and yourself as the biosafety SME (Subject Matter Expert) within an organization. The webinar will highlight specific public relations techniques and media strategies, provide real-life scenarios, Dos and Don'ts for working with media and offer real-time discussions to apply lessons in practice-and-critique drills. At the end of this two-hour course, participants will have a baseline understanding of the importance of key message development, how to effectively work with members of the media (industry, trade, consumer) and how to leverage biosafety and subject matter expertise within an organization. The webinar will be led by communications experts with over 25 years' experience developing and sharing messages with a wide variety of target audiences, including media.

This webinar will be a 2-hour session on Thursday, March 28 at 11:00 am (CDT). For the webinar session, you should plan on logging in 15 minutes prior to the start time. You are required to attend the webinar sessions, complete and/or access all the modules in the course on the training site to receive the completion certificate through the ABSIA 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:

- Identify why key messages are critical to an organization
- Determine what information needs to be included in a key message
- Recognize the need for key message development for internal and external audiences
- Develop messages for audiences and other groups in a way that resonates with them
- Recognize media opportunities, engage and deliver messages effectively
- Prepare for media opportunities including emerging, ongoing and crisis-related issues
- Advocate for the biosecurity and biosafety profession
- Describe when to ask for help

The webinar will be presented by the following subject matter experts:

Susan Stoga, BA, and Patricia Thomas, BA, Carson Stoga Communications, Schaumburg, IL

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

___ABSIA Members	Free
___Nonmembers	\$100.00 USD

To obtain the ABSIA member rate, the participant will need to be an ABSIA member in the **year** in which the training is offered. Course fees include: course handouts, access to the ABSIA International training site, and 2.0 hours of interactive instruction from a well-respected subject matter experts.

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. *Please call the ABSIA Office to register your group (all registrants for the group need to be non-members to receive discount).*

QUESTIONS

Please direct questions about this webinar to:

Kari DeServi, MEd, Director of Education, ABSIA Office, 866.425.1385 (toll free), Email: education@absia.org

*This course has been approved for 0.125 CM points toward RBP/CBSP recertification. *ABSIA 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 2.5 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

12. PR & Communication Essentials for Biosafety Professionals

*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 Free
_____ Nonmembers \$100.00 USD

To obtain the ABSA International member rate, the participant will need to be an ABSA International member in the **year** in which the training is offered. Group registrations need to be made at the same time. All registrants for the group need to be non-members to receive discount.

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

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 3/8/2024. There is a 15% processing fee for cancellations prior to 3/15/2024. Cancellations between 3/15/2024 and 3/22/2024 will be refunded at 50% of the course fee. No refunds after 3/22/2024.*

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.

Register by phone:

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or On-line:

<http://www.absa.org/>