



ABS INTERNATIONAL

The Association for Biosafety and Biosecurity

1200 Allanson Road • Mundelein, IL 60060-3803 • 866-425-1385 • info@absa.org • www.absa.org

From Lab to LinkedIn: Communication Strategies & Tools for Biosafety Professionals

A distance learning opportunity – Free for ABSA Members

February 27, 2025

11:00 – 12:30 PM (CDT)

This professional development webinar focuses on helping safety professionals effectively communicate with a range of audiences in and out of the field. Learn how to translate complex safety concepts into clear, engaging messages that resonate with different stakeholders, from public relations or information officers to institutional leadership. Key topics include: developing your professional brand as a safety expert; representing ABSA International and the biosafety profession with credibility; and creating targeted communication strategies for different generations through their preferred media and communication channels. Attendees will also learn to build effective routine communication with PR and PI staff, not just during emergencies and adapting messages for various platforms and audience needs.

This webinar will be a 1.5-hour session on Thursday, February 27, 2025, at 11:00 am (CST). 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 ABSA International Training Site. The link in the invitation is unique to the user and cannot be shared.

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

- Develop a safety expert professional brand
- Summarize how to represent the profession with credibility
- Construct targeted communication strategies for the various generations through preferred media or channels

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

Susan Stoga, BA, & Patti 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

ABSA Members	Free
____Nonmembers	\$185.00 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 1.5 hours of interactive instruction from a 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 DeServi, MEd, Director of Education, ABSA Office, 866.425.1385 (toll free), Email: education@absa.org

*This course has been approved for 0.125 CM points toward RBP/CBSP recertification. *ABSA International is approved as a provider of continuing education programs in clinical laboratory sciences by the ASCLS P.A.C.E.® Program. This course is approved for 2.0 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

From Lab to LinkedIn: Communication Strategies & Tools 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	\$185.00 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.

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

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
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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 2/13/2025. There is a 15% processing fee for cancellations prior to 2/13/2025. Cancellations between 2/13/2025 and 2/20/2025 will be refunded 50% of the course fee. No refunds after 2/20/2025.

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:

ABSA International
1200 Allanson Road
Mundelein, IL 60060
Phone: (866) 425-1385
E-mail: education@absa.org

or On-line:

<http://www.absa.org/online-education/>