



# ABSIA INTERNATIONAL

The Association for Biosafety and Biosecurity

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## 13. From Message to Impact: Using AI to Improve Biosafety Communication

*A distance learning opportunity*

**November 7, 2025**

12:30 – 2:30 PM (CST)

**From Message to Impact: Using AI to Improve Biosafety Communication** is a course that will help anyone who communicates about biosafety be more effective in explaining what biosafety is, why it matters, and what others need to know – delivered in a way that resonates with the intended audience. The course will provide an overview of different large language models and review common downfalls. Demonstrations of practical examples of AI tools will lead into an opportunity for hands-on practice. At the conclusion, attendees will understand how to use AI tools for given communication needs, tailor their message to their audience as an expert, and deliver the message in an engaging way. The course will be led by a communications expert with over 20 years' experience developing and sharing messages with a wide variety of target audiences.

This course will be a 2-hour session on Friday, November 7, 2025, at 12:30 pm (CST). For the course session, you should plan on logging in 15 minutes prior to the start time. You are required to attend the course 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 is unique to the user and cannot be shared.

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

- Recognize the usefulness and limitations of large language models
- Evaluate different large language models for different work needs
- Apply AI tools to facilitate communications
- Employ AI tools for effective training development
- Apply AI tools to create images and presentations

The course will be presented by the following subject matter expert: **Imke Schroeder, PhD**, University of California—Los Angeles, Los Angeles, CA

### WHO SHOULD ATTEND

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- 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

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___ ABSA Members	\$175.00 USD
___ Nonmembers	\$265.00 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 hours of interactive instruction from a well-respected subject matter expert.

Group Discount (all registrants from same organization): 10% off for 3-4 participants; 20% off for 5-9 participants; 30% off for 10+ participants. **To apply for the group discount for registration, please call the ABSIA Office to register.**

### REGISTER

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**By phone:** (866) 425-1385 or **Online:** [www.absia.org](http://www.absia.org)

*Confirmed, paid participants will be sent detailed information regarding the course within a few days prior to the course. Substitutions allowed with notice by 10/09/2025. There is a 15% processing fee for cancellations prior to 10/16/2025. No refunds after 10/16/2025.*

### QUESTIONS

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Please direct questions about this course to:

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

*This course has been approved for 0.25 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 course with no refund. The course and its associated links are for single, individual use only.*