



02. From Expertise to Influence: Public Relations, AI and Your Personal Brand

A “how to” guide for building and maintaining your personal reputation and brand

A distance learning opportunity – free for ABSA International Members

February 11, 2026

11:00 – 12:30 PM (CST)



Instructors:

Susan Stoga, BA, and Patricia Thomas, BA, Bear Icebox Communications, Chicago IL

Overview


From Expertise to Influence is a practical course designed for biosafety professionals seeking to amplify their voice in an increasingly digital landscape. In this course, attendees will discover how artificial intelligence (AI) tools can help create compelling content, streamline personal communications, and establish oneself as a thought leader in biosafety. Examples will be shared of how to better communicate at work and beyond while avoiding common AI pitfalls like generic messaging, factual errors, and loss of your authentic voice. Presenters will explore the latest LinkedIn features and algorithm changes that impact how biosafety professionals can reach colleagues, organizations, and industry partners. Finally, strategies will be shared for optimizing your profile and content for maximum engagement and visibility. At the end of this course, attendees will be able to apply these insights—understanding public relations role in personal branding and the items needed for their personal checklist, to elevate their digital professional presence. This course will be led by communications experts with over 25 years’ experience developing and sharing messages with a wide variety of target audiences in brand-building and crisis situations.


Objectives


- Explain how public relations assist in building your brand
- Recognize the need for key message development for internal and external audiences
- Describe the AI tools available to create your content
- Advocate for the biosecurity and biosafety profession
- Establish yourself as a thought leader


 **Audience Level:** Basic


 **Suggested Background:** None


 **Who Should Attend:** Biosafety and Biosecurity professionals in government, industry, academic and other institutions/organizations

 **Course Logistics:** Course is one 1.5-hour session. Attendees will need to log on 15 minutes prior to the start time. To receive credit and a certificate, attendees must attend the session and complete or access all course modules. The course materials are for **registered participants only**.

 **Course Fees:** ***ABSA Member: Free** **Non-Members: \$150**
* To receive the ABSA member rate, participants must be current ABSA members during the training year. Fees include course handouts, access to the ABSA International training site, and 1.5 hours of expert-led interactive instruction.

 **Credits:** 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**. Course access links are unique and for individual use only. **Sharing is prohibited**. Duplicate logins or unregistered attendees will be removed from the webinar without a refund.

 **Questions:** Contact: Kari DeServi, MEd, Director of Education, ABSA Office, 866.425.1385 (toll free)
Email: education@absa.org

 **Register:** **By phone:** (866) 425-1385 or **Online:** www.absa.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 1/21/2026. There is a 15% processing fee for cancellations prior to 1/21/2026. No refunds after 1/28/2026.