

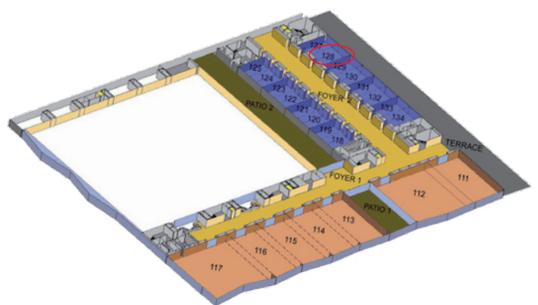
Training Workshop:

Leadership, advocacy and communication for today's hospital pharmacist

-  *Acting as a voice for your patients?*
-  *Tackling team challenges?*
-  *Engaging with hospital executives?*
-  *Taking your career to the next steps?*

Develop confidence in your leadership, advocacy and communication skills to help you succeed.

EAHP is extending its recent BEAM 'Management Curriculum' Summit training to Conference Delegates, hosting two bespoke 90 minute training sessions on 'Making Your Voice Heard,' adapted from the successful Dusseldorf BEAM Summit Management program. Sessions are first come, first served.



When: Wednesday 26th March 2014 (16:15 – 17:45)
Thursday 27th March 2014 (17:00 – 18:30)

Where: Room 128. Level P1

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BEAM was a part of the EAHP's Academy Programme of educational events. Consisting of a series of four training events aimed at raising the skills and knowledge of hospital pharmacists across Europe in the key competency areas of Biotechnology, Evidence-based medicine, Aspects of compounding and Management...

“Developing the hospital pharmacy profession and advancing the role of the hospital pharmacist are at the very heart of EAHP’s mission and purpose. That is why the BEAM Summit series has been so important, offering real opportunities for hospital pharmacists across Europe to increase their knowledge and skills.”

– Roberto Frontini, EAHP President

Training Abstract:

To exercise leadership within their institutions, and on behalf of both their profession and their patients, hospital pharmacists are relying increasingly on advocacy communications. These 90 minute sessions will focus on the core skills and key elements of advocacy communications, including setting objectives, building communications strategy, tips and tool for exercising “legitimate persuasion” and leadership behaviors.

The dynamic, fast-paced training session will also outline how to develop and execute effective “campaigns of legitimate influence” on behalf of the hospital pharmacy profession, and in the interest of patients – including insights on the use of video, social media and interaction with the news media.

Trainer:



Cam Battley

Cam Battley is a health sector management consultant. He combines experience in government, health care NGOs, the pharmaceutical and biotechnology industries, marketing and advocacy, to offer a broad scope of health care management, communications, business development and leadership development skills. His clients in North and South America, Europe, Asia and Africa range from health professional and patient NGOs, to innovative and generic pharmaceutical firms, and biotechnology start-ups.

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