DEVELOP YOUR COMMUNICATIONS SKILLS

TRAINING SESSION: ‘MAKE YOUR VOICE HEARD’
Leadership, advocacy and communication skills: helping today’s hospital pharmacist shape tomorrow’s professional landscape

WHEN?
Wednesday 25th March: 16:15–17:45
Thursday 26th March: 15:00–16:30

WHERE?
Hall 8 (First Floor)

BACK BY POPULAR DEMAND!
Pfizer is once again providing two training workshops (first come, first served) for EAHP delegates. Pfizer recognises the evolving role of Hospital Pharmacy and supports pharmacists in responding to the challenges and opportunities this presents. Join us to learn communications skills and leadership behaviours to help you take your career to the next level.
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, tip and tools for exercising “legitimate persuasion” and leadership behaviors.

SESSION TRAINER

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.