

Life Science Lunch Series - Managing A Communications Strategy: Getting The Right Message To The Right Audience

DATE

September 17, 2013

What: Life Sciences Lunch Series - Managing a Communications Strategy: Getting the right message to the right audience

When: September 17, 2013 | 11:30 a.m. (ET) Registration and Lunch | 12:00 p.m. to 1:00 p.m. (ET) Presentation - Adjournment will be on time

Program Description: Have you ever explained your life's work to someone and had them look at you like you have three heads? Ever try to condense that Big Idea into one descriptive paragraph? Any frustration when investors "just don't seem to get it"? Different audiences need different approaches and how you communicate with each one requires adaptation and careful consideration to help you get your message across effectively. Please join us for this month's luncheon program as we learn more about how it is not just what you say, but how you say it that counts.

Speakers:

Eric C. Anderson, Executive Director of Communication Strategies, Scientifically Speaking, LL

Aleta S. Hodge, CEO, ASH Consulting

Katherine Coble, Vice President, Borshoff

Live location: Barnes & Thornburg LLP | 5th Floor Auditorium | 11 South Meridian Street, Indianapolis, IN

Note: This event will be broadcast to other Barnes & Thornburg offices in Elkhart, South Bend and Fort Wayne, Ind.; sometimes available in Barnes & Thornburg offices in Chicago; Grand Rapids; Washington, D.C.; Atlanta; Minneapolis; Columbus, Ohio; and Los Angeles. Also cooperating facilities in Hammond, Merrillville, New Albany, Richmond, and West Lafayette.

Registration: To register for this event, e-mail btrsvp@btlaw.com. If you register and become unable to attend, please email Jodie Daugherty at jodie.daugherty@btlaw.com.

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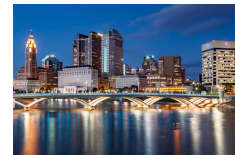
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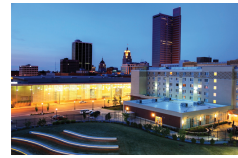
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