



STP Career Development Workshop

2012 Annual Symposium, Boston, MA

Sunday, June 24th ~ 8:00 AM-12:00 NOON

Presentation Skills and Scientific Advocacy

(Free Event, registration required)

Co-Chairs: Julie Johnson, DVM, PhD, DACVP, Abbott Laboratories, Abbott Park, IL, and Lyn Wancket, DVM, The Ohio State University, Columbus, OH

Presented by Steven Cohen, Executive Vice President of ECG, The Communication Strategy Company, Englewood, NJ

Goals and Objectives

- Develop an appreciation for the differences between an adequate and an excellent presentation.
- Begin building the skills required to design an effective, high-impact scientific presentation with a strong rhetorical and persuasive structure and deliver it with confidence and clarity.
- Improve ability to deliver strong scientific advocacy.
- Understand the challenges of formal presentations, including US FDA Advisory Committee meeting presentations.