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# Communications Matters!

**Invitation • Expert Class 4**

Friday • 9 December 2016

Sint Antoniesbreestraat 16 • Amsterdam

# Communication Matters!

## Positioning • Launching • Building a brand

Startups face all the usual challenges of understanding the market's nuances, developing an airtight business model and, of course, acquiring ample funding. Moreover entrepreneurs in life sciences must navigate through additional obstacles, which sometimes include gaining regulatory clearance, succeeding in clinical trials and ensuring R&D productivity.

However even after these essential steps are complete, there still awaits probably the biggest challenge for life science startups: convincing the ever-skeptical researchers, clinicians, investors, government funders and/or university/hospital management that their product or service adds real value.

In this fast-moving industry, the survival of any brand relies heavily on its ability to distinguish itself sufficiently to connect with these stakeholders and in the end connect with their future partners and buyers.

As a life science entrepreneur, you know that the importance of credibility simply cannot be underestimated. There is no faking it in this field. That is why you need to take communications seriously and start right from the beginning, even before you actually founded your company.

# Programme

13:30 hrs. Welcome and who's who

14:00 – 14:30 hrs. Workshop part 1

- **Why communicate** by Ellen de Waal, Science Affairs and Partner LS@W

14:30 – 15:00 hrs. Keynote

- **Startup Communications from a large corporation perspective** in collaboration with Johnson & Johnson

15:00 – 16:00 hrs. Workshop part 2

- **What to communicate** by Esther Thole, Freelance Science Writer
- **How to communicate** by Pelagiya Dragomirova, Info.nl

16:00 – 17:00 hrs. Free consultations • **Interaction with the communications pro's**

Bring your challenges and/or dilemmas in messaging, content, visuals, online presence, social media, press, etc.

17:00 – 18:30 hrs. • **Drinks and snacks while networking and continue discussing communications.**

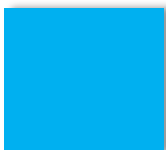
## About the contributors



**Ellen de Waal**, Science Affairs (partner LS@W)

Entrepreneur, strategic communications, 27+ years expertise of working in areas such as life sciences, health, genomics, bioinformatics, nanotechnology, internationalization of law and creative industry.

[LinkedIn Profile](#)



**Keynote Speaker invited**, Johnson & Johnson



**Esther Thole**,

Freelance Science Writer specialized in chemistry and life sciences and Editor Chemistry/Functional Molecular Systems at NEMO Kennislink

20+ years experience in writing on life sciences topics in the broadest sense, covering the science as well as the business, financial, policy, regulatory, educational and societal aspects. When you truly focus on your audience, no topic is too complex to discuss.

[LinkedIn Profile](#)



**Pelagiya Dragomirova**, Info.nl

Marketing and Communications Manager Info.nl

12+ years strategic communications experience in emerging technologies, purpose-driven innovations, design and urban culture.

[LinkedIn Profile](#)

## Free LS@W Expert Class 4: Communications Matters!

**Guidelines** • This practical workshop will provide guidelines on where to start and what to take into account in your communication strategy as a startup, even with a small team and minimal budget.

**For You!** • This Expert class is specially organized for Venture Challenge and MedTechPartners Alumni as well as for new LS@W startups.

**Confirm your attendance!** • Mark your calendar and be quick to confirm your participation by sending an email to [waal@lifesciencesatwork.nl](mailto:waal@lifesciencesatwork.nl). We really hope to welcome you on December, 9<sup>th</sup> !

**Organized by** • LS@W partner Science Affairs

**Venue and facilities hosted by** • Info.nl

**About LifeSciences@Work Accelerator (LS@W)** • We are the only startup programme designed for Life Sciences researchers with entrepreneurial aspirations in topics such as in genomics, proteomics, metabolomics, bioinformatics, drug development, medical devices, diagnostics and eHealth. LS@W is powered by Health~Holland | Topsector Life Sciences & Health.

[www.lifesciencesatwork.nl](http://www.lifesciencesatwork.nl)