

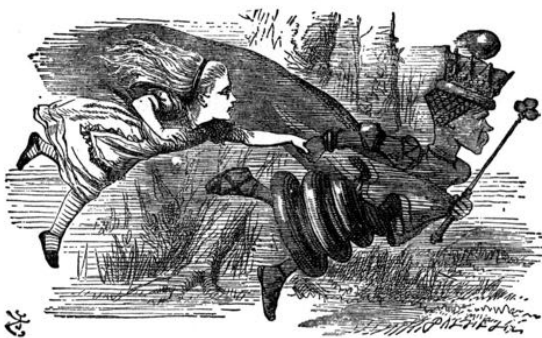
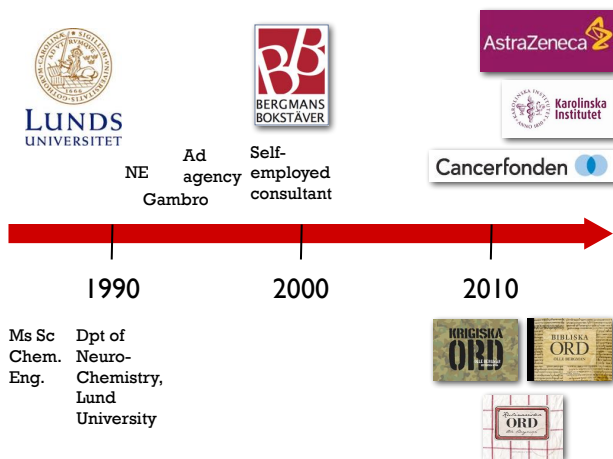
# How to communicate with media, businesses and financiers

Huddinge den 4 maj 2016

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## Basic principles of communication

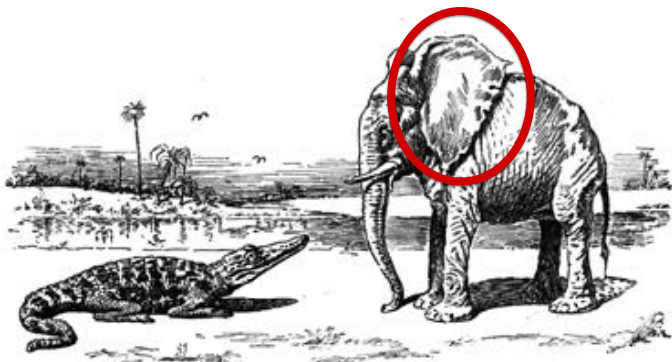
§ why rhetoric is still relevant in AD 2015

# Define your task.



- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ CHANGE THE WORLD!!

# Analyze your target group.



## What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?



Australopithecus afarensis

SURVIVAL  
SECURITY  
HIERARCHY  
REPRODUCTION

## What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?

Know **3** yourself.

*"To thine own  
self be true"*

*Hamlet Act 1, scene 3*

**Passion**

Understand  
the limitations  
at hand.

4



Seek inspiration  
in all types of  
communication.

5



- ▶ *Exordium*
- ▶ *Narratio*
- ▶ *Propositio*
- ▶ *Probatio*
- ▶ *Refutation*
- ▶ *Peroratio*
- ▶ *Introduction*
- ▶ *Background*
- ▶ *Thesis*
- ▶ *Proof*
- ▶ *Refutation*
- ▶ *Conclusion*

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements

ETHOS  
PATHOS  
LOGOS

3



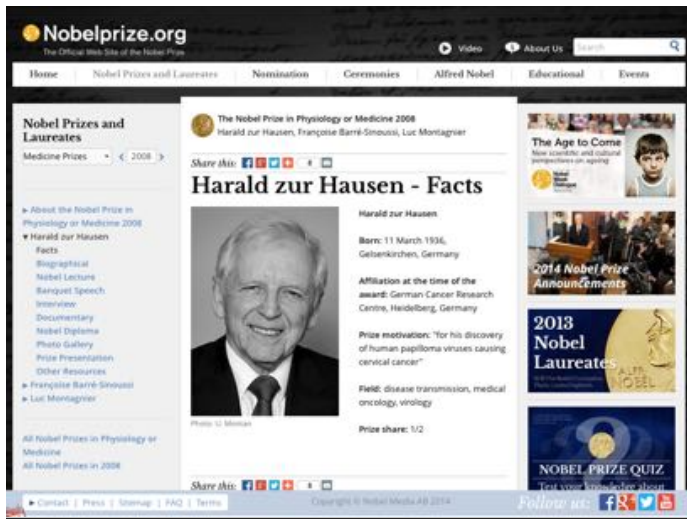
**A**ttention

**I**nterest

**D**esire

**A**ction





- ▶ Who?
- ▶ When?
- ▶ What?
- ▶ How?
- ▶ Where?
- ▶ Why?



**1. Be there.**



**2. Educate.**



**3. Take command.**



4. Build the relation.

5. Cherish the  
opportunity.

Creating relations with  
businesses & financiers

1. Get out of the lab.

2. Tell a story.

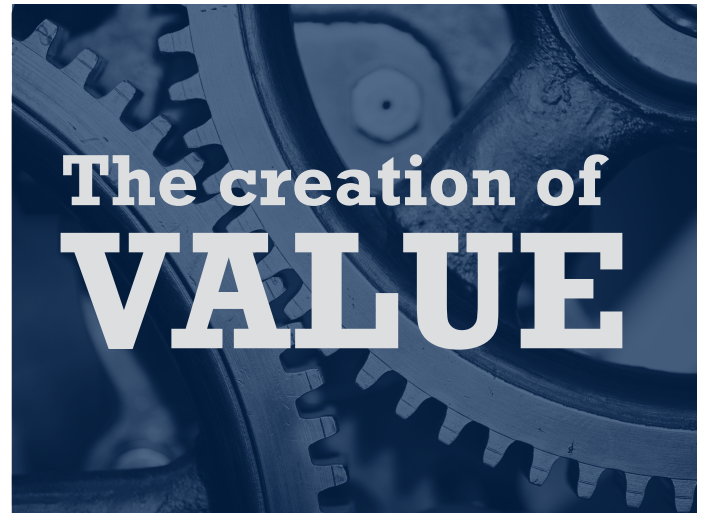
3. Skip the details.





4. Work with professionals.

5. Mingle.



**THE METHOD**

**THE GOAL**

# THE VISION

1. Keep it simple, leave out details
2. Use a picture
3. Try to use "threesomes"  
= a list of 3 components, products, beneficiaries, etc.

Researcher

1. Is it wise talking to the media?
2. Find the best reporter.
3. Tell a bigger story; include the patients and clinicians.

communicator

1. Establish your ethos.
2. Use their language
2. Work with visuals & metaphors.

Researcher



- What do you do as a scientist?
- What problem(s) do you solve?
- How is your research different?
- Why should I care?

Some  
**LinkedIn**  
tips

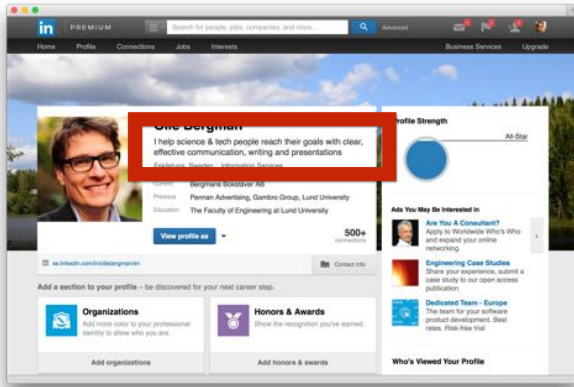
# Tip no. 1

Get a professional-  
looking photo.



# Tip no. 2

Write a headline.



- Internet Marketing Consultant – helping businesses in Sweden to succeed with their marketing on the Internet.
- Instructional designer, medical writer, science communicator
- I help scientists, publishers and biotech companies to communicate effectively with scientific visualisations
- Nordic Account Manager at Company • Launch • Marketing • Sales • Team leadership • Clinical pharma

## Tip no. 3

Write a summary.

biomedical research + communication

I am passionate about communication in written, spoken and illustrative forms.

I believe complicated concepts can be explained with language relevant to the target audience.

## Tip no. 4

Make a decision.

Either ...

... go crazy and fill  
your page with lots of  
interesting stuff about  
you ...

... or ...

... compile carefully  
selected material to  
create a professional  
persona.



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*PS Feel free to  
connect on LinkedIn!*