

Workshop/Seminar, 12 June 2024, 13:00 – 14.30, Workshop Room 1

Get your message through – How to support your business with nova's communication tools and expertise

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In today's competitive business landscape, effective communication is key to success. Whether you're a budding entrepreneur, an experienced scientist or a seasoned business professional, mastering the art of communication can significantly impact your bottom line. Join us for an engaging workshop where we delve into nova's communication tools and expertise to empower you to effectively convey your company's message or your latest scientific results. Overall, participants can expect to leave the workshop with actionable insights to enhance their communication efforts and support their business growth with nova's communications tools and expertise.

The workshop will be delivered through a combination of presentation and discussion. Participants have the opportunity to actively engage with the content and apply it to their own business contexts.

Objectives

- 1. Understanding the Importance of Communication:**
Participants will gain a deeper understanding of why effective communication is crucial for business success. They will learn how communication impacts various aspects of their business and scientific work.
- 2. Leveraging nova's Expertise:**
Attendees will benefit from the insights and expertise of nova's communication professionals. They will understand nova's specific approach to truly reach the target group and to gain credibility in interaction with the audience.
- 3. Exploration of nova's communication tools:**
The workshop will introduce participants to nova's tools designed to reach the audience and streamline messaging processes. They will learn about the features and functionalities of these tools and how they can integrate them into their business strategies.
- 4. Interactive discussions and case studies:**
The workshop will be a mix of presentation and discussion. Participants will have the opportunity to apply their newfound knowledge in a supportive environment, enhancing their learning experience.
- 5. Networking Opportunities:**
Participants will have the chance to connect with fellow attendees, expand their professional network and exchange ideas. Networking can lead to valuable collaborations and partnerships, further enriching future endeavours.

Who should participate

This workshop is ideal for business representatives, science experts, marketing professionals and communication specialists, and anyone looking to enhance their communication skills to drive business growth.

Take aways

- A deeper understanding of the role of communication in business and research projects
- Practical knowledge of nova's communication tools and how to integrate them into your business or project strategy
- Enhanced skills in how to reach your target audience
- Networking opportunities with like-minded people

Join us for an enriching workshop that will equip you with the tools and expertise needed to elevate your communication and marketing. All presented tools take into account the specific needs of both brands and EU funded research projects.