



## Softskill-Seminar **From Development to Market: Bridging the Communication Gap**

### Trainer

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Freelance science writer, editor and communications consultant  
Communications training and career-building workshops  
Extensive experience with corporate and academic clients

### Aim

Developers and marketing and sales teams don't always speak with one voice when it comes to their products and applications. The disconnect can lead to disagreements in how products are presented, delays in the creation of marketing and sales collateral, and even contradictory language used in different communications channels. Drawing on the trainer's extensive experience as a negotiator between R&D, marketing and sales, this workshop aims to bridge that gap. Participants should go away with a better understanding of how to avoid such disagreements and delays.

### Audience

Product, software and application developers; R&D teams; marketers, salespeople and copy writers

### Required preparation

Short survey.

### Course Agenda\*

#### **The reasons for the communication gap**

- Exercise: How you think the other side speaks

#### **Best practices for content creation**

- Discussion: Your company's content creation SOP
- Exercise: What could you change in your SOP?

#### **Identifying your actual audience (prospects and customers)**

- Anecdotal audiences vs. actual audiences
- Prioritizing demands for communication material
- Exercise: Describing your company's audience

#### **Balancing branding, facts, claims and compliance**

- Exercise: Identifying the roles of statements in a document
- Discussion: Your company's brand
- Ways to balance these four aspects of your communications

#### **The roles of white papers, case studies and application notes**

- Identifying the right material for your audience
- Exercise: Planning a collateral-based direct marketing campaign

#### **The role of scientific posters**

- Analysis of poster content
- Presenting a poster at a conference
- Adapting a poster for prospects
- Exercise: Making a poster work for you

#### **Challenges with sales collateral**

- Sales presentations
- The "one-page flyer"
- Competitive intelligence documents

#### **Final discussion: How to maintain good communication between departments**

### Available format

1 day or 2 consecutive days

### Maximum number of participants

14 participants

\*Note: A 1-day version of the workshop covers a selection of the material established in consultation with the participants