

Communication Essentials: An Experiential Workshop on Messaging to Meet Your Laboratory's Needs

Preconference Workshop, APHL 2025
May 5, 2025 • 8:00 am – 11:00 am PDT
Oregon Convention Center • Portland, OR

May 5–8, 2025
Portland, OR
APHLTM 2025
where laboratory science and public health meet

Course Number: **588-516-25**
Registration fee: **\$149 per person**
Register at: **www.aphl.org/AC**

DESCRIPTION

The ability to effectively communicate a message that leaves a lasting impact is an important skill for laboratory professionals. They need to be able to share their message and gain buy-in for their vision, whether that is for onboarding a new test, implementing information technology changes or securing state funding for programmatic or infrastructure updates. It also becomes important when speaking to visitors to the laboratory. This workshop will teach attendees how to craft a core message using Plain Language and navigate successfully delivering it when the information receiver may have their own agenda. Attendees will learn through presentations and interactive small-group exercises.

OBJECTIVES

At the end of the workshop, the participant will be able to:

- Advocate for their laboratory by effectively communicating the value of their work
- Describe ways to develop relationships with external partners
- Create and share communications

AUDIENCE

This training is for all levels of public health laboratory professionals, including laboratory directors, assistant laboratory directors and laboratory preparedness coordinators.

LEVEL OF INSTRUCTION

INTERMEDIATE: Refresher course; some basic knowledge is required; for the experienced staff technologist with some years of experience.

SPEAKERS

Amanda Cosser, MPH • Manager, Public Policy & Regulatory Affairs, APHL

Michelle Forman, BS • Manager, Media, APHL

Peter Kyriacopoulos, BA • Chief Policy Officer, APHL

Gynene Sullivan, MA • Manager, Communications, APHL

TOPICS AND EXERCISES

Communicating Technical Work in Plain Language • Michelle Forman

“Jargon-a-Tron” Exercise • Michelle Forman

Core Messaging • Amanda Cosser

Core Message Development Exercise: Crafting, Delivery, Share Feedback, Redelivery • Peter Kyriacopoulos

PREPARATION

Attendees will be emailed approximately two weeks prior to the conference so they can begin thinking about the core message they will develop and practice during the session. The email will describe the very interactive format of this workshop and how it may be uncomfortable for some, but it will emphasize the workshop's supportive learning environment.

CONTINUING EDUCATION CREDIT

The Association of Public Health Laboratories (APHL) is approved as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E.[®] Program. P.A.C.E.[®] is accepted by all licensure states except Florida. This learning activity will provide 3.0 contact hours for the participant who successfully completes this training.