

COMMUNICATION & PUBLIC RELATION

FOR HEALTHCARE START-UPS

ONLINE WEBINAR | 11TH JUNE 2024 | 6PM -7:30PM UTC+1

CONTEXT & OBJECTIVES

As we embark on a new year full of promises, it is essential for startups in the healthcare sector to master the art of communication and public relations. That's why we are delighted to invite you to our first business webinar of the year 2024, specially designed for innovators and visionaries in the healthcare industry.

Why attend?

Whether you are a startup entrepreneur or on the path to expansion, this webinar will provide you with essential tools and strategies to stand out in a competitive market. Communication experts, opinion leaders, and successful entrepreneurs will share their experiences and advice.

Educational Objectives:

- Build and maintain a strong brand image in the healthcare sector.
- Establish lasting relationships with media and influencers in the field.
- Effectively use digital platforms to increase your visibility.

SPEAKERS



Emmanuelle PIERGA

CEO & Founder of Tandem Com Santé

Emmanuelle Pierga is an accomplished professional in the field of healthcare and digital, with expertise in corporate marketing, communication, influence, reputation and e-reputation management, and public affairs in the field of public health governance. Emmanuelle has led the communication for the digital healthcare division at Orange and a tele-radiology SME. Engaged in social responsibility through "Femmes de Santé" and the French Foundation for Epilepsy Research, Emmanuelle is also a speaker and a member of the organizing committee for the Health Communication Festival. She teaches e-health in various MBA programs in marketing and health communication. Emmanuelle serves on the board of two e-health startups and is the President of [Tandem Com Santé](https://tandemcomsante.com)



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Nathalie RATTEL

Healthcare Journalist

Healthcare journalist since 2011, working at the PI+ news agency, she previously worked in mainstream media outlets such as L'Express, France Soir, and Elle. Her articles, videos, and podcasts target healthcare professionals (caregivers, directors of healthcare and medico-social facilities, industry professionals, and government institutions). She also serves as the editorial manager for Veille Acteurs de Santé, a comprehensive healthcare sector monitoring tool available as a website and daily newsletter.



Yasmine ACHOUR

Pharmacist

Yasmine Achour holds a Doctor of Pharmacy degree and a Master's degree in Preclinical and Clinical Pharmacology from the University of Paris. She also holds an MBA in Healthcare Marketing and Communication from the Leonard de Vinci Institute. Right from her early years of study, Yasmine demonstrated her versatility, working as a hospital and community pharmacist, managing a distribution company for parapharmaceutical products, and teaching. She also worked as a project manager in preclinical research and medical affairs at Lilly Laboratories. For two years, Yasmine specialized in Community Management and became a Social Media Strategist at Care Insight, working as a consultant in healthcare communication and marketing. This consulting role allowed her to acquire advanced skills in project management, communication consulting, graphic design, and event communication, among others.



PUBLIC

- Start-up / scale-up / Small or Medium-sized Enterprise (SME) looking to expand its influence through communication and public relations
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PEDAGOGICAL METHODS & EVALUATION

- 1H30 Webinar: 60 minutes content, and 30 minutes Q&A to exchange and explore your own problematics.
- The materials will be available for download on <https://femtechconnect.com> annotated with sources.
- Prior to the training a questionnaire will be provided to analyze the alignment of the training needs with the training provided
- Training monitoring and support will be provided throughout the training. The training can be adapted to address major difficulties encountered by the learner

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- An auto evaluation test will be proposed at the beginning of the session.
- To obtain your certificate, a short test will have to be answered during the session.
- A quality survey will be sent following the event (immediately, 1 month, 6 months, and then 2 years after the training).

LOCATION

ONLINE WEBINAR – Le lien vous sera envoyé peu avant le début de la session

PREREQUISITE

- NONE

PROGRAM

1. Tandem Com Santé: Who Are We?
2. The 5 Fundamentals of Communication
3. Five Traps to Avoid for Effective Communication
4. How to Approach the Media: Meeting with a Healthcare Journalist, Nathalie Ratel
5. Conclusion
6. Q&A

HANDICAP:

All the training programs offered by FEM TECH CONNECT are accessible to individuals with disabilities. When registering for our training programs, we work with candidates with disabilities to identify actions that we can implement to support their learning, using a questionnaire. In addition, we can also rely on a network of pre-identified national partners. Contact information for disability partners:

AGEFIPH

Bastien GIESBERGER M'Ballo SECK

Contact mail uniquement

rhf-idf@agefiph.asso.fr

MDPH

MDPH 09 5/7 rue du Cap de la Ville 09000 Foix

05 61 02 08 04

04mdpsh@ariego.fr

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Regular entry 59€
 FTC Network member FREE

Inscriptions : [Communication & Startup en Santé - FEM TECH CONNECT](#)

CONTACT

contact@femtechconnect.com
 +33(0)667865955

OUR STATISTICS:

Cohort	Satisfaction rate: [in%]	Admissible rate: [en%]	Number of student :	Successful rate : [en%]
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processus certifié
 RÉPUBLIQUE FRANÇAISE

Actions de Formation

FEM TECH CONNECT 18 RUE DES ROSIERS , 92800 - PUTEAUX – Siret : 94969910200016 – Enregistré sous le n°11922617292
auprès du préfet de région : Ile de France – Cet enregistrement ne vaut pas agrément de l'État. – Naf : 82.30Z – TVA :
FR29949699102 – RCS : PUTEAUX 949 699 102 R.C.S. Nanterre – Capital : 10 000 € – Tel : 06 67 86 59 55 – Email :
amandinedeslandes@femtechconnect.com – Site internet : <https://femtechconnect.com>

GENERAL TERMS AND CONDITIONS OF SALE

Payment Terms

Payment shall be due in full upon registration, and an invoice will subsequently be issued by the training organization to the beneficiary.

Non-Execution of Training Services

In accordance with Article L6354-1 of the Labor Code, it is agreed between the parties to this agreement that, in the event of total or partial termination of the training service, the service provider must refund to the contracting party any sums received in excess.

Obligations and Force Majeure

In the context of its training services, "FEM TECH CONNECT" is bound by an obligation of means and not results concerning its Clients or Trainees. "FEM TECH CONNECT" shall not be held responsible toward its Clients or Trainees in case of non-performance of its obligations resulting from a fortuitous event or force majeure. Here, force majeure or fortuitous events include, in addition to those commonly recognized by jurisprudence: the illness or accident of an instructor or pedagogical manager, strikes or external social conflicts to "FEM TECH CONNECT," natural disasters, fires, interruptions in telecommunications, energy supply, or transportation of any kind, or any other circumstance beyond the reasonable control of "FEM TECH CONNECT."

Quotation and Certificate

For each training action, a quotation is provided upon request by "FEM TECH CONNECT" to the Client in two copies. One copy, duly completed, dated, signed, and bearing the mention "Good for agreement," must be returned to "FEM TECH CONNECT" by email. If necessary, a specific agreement may be established between "FEM TECH CONNECT," the OPCO, or the Client. At the end of the training, "FEM TECH CONNECT" issues a training certificate to the Trainee. In the case of partial or full funding by an OPCO, "FEM TECH CONNECT" sends them a copy of the attendance sheet along with the invoice. An attendance certificate for each Trainee can be provided to the Client upon request.

Compensation, Reparation, or Cancellation

In case of withdrawal by the beneficiary before the start of the training program:

- Within a period between 2 weeks and 1 week before the start of the training: 50% of the training cost is due.
- Within a period between 1 week and 48 hours before the start of the training: 75% of the training cost is due.
- Within a period less than 48 hours before the start of the training: 100% of the training cost is due. The cost is not eligible for reimbursement or coverage by the OPCO.

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Intellectual Property and Copyright

All presentation materials, content, and pedagogical materials in any form (paper, electronic, digital, oral, etc.) used by "FEM TECH CONNECT" to deliver the training or provided to Trainees constitute original works and are protected by intellectual property and copyright. Therefore, the Client and the Trainee are prohibited from using, transmitting, reproducing, exploiting, or transforming all or part of these documents without express permission from "FEM TECH CONNECT." This prohibition applies, in particular, to any use by the Client and the Trainee for the purpose of organizing or conducting training sessions.

Description and Training Program

The program contents as presented in the training program descriptions are provided for indicative purposes. The instructor or pedagogical manager reserves the right to modify them based on current events, the participants' level, or group dynamics.

Confidentiality and Communication

"FEM TECH CONNECT," the Client, and the Trainee undertake to keep confidential the documents and information to which they may have access during the training service or as part of exchanges that occurred prior to registration, including all elements in the proposal submitted by "FEM TECH CONNECT" to the Client. "FEM TECH CONNECT" undertakes not to disclose to third parties other than the partners with whom training sessions are organized and to OPCOs the information provided by the Client, including information about Trainees. However, the Client agrees to be cited by "FEM TECH CONNECT" as a client of its training services. To this end, the Client authorizes "FEM TECH CONNECT" to mention its name, logo, as well as an objective description of the nature of the services in its lists of references and proposals to its prospects and clients, interviews with third parties, activity reports, websites, and in case of legal, regulatory, or accounting requirements.

Protection and Access to Personal Data

The Client undertakes to inform each Trainee that:

Personal data concerning them are collected and processed for the purpose of monitoring the validation of training and improving the offerings of "FEM TECH CONNECT."

In accordance with Law No. 78-17 of January 6, 1978, the Trainee has the right to access, modify, and rectify personal data concerning them. The Trainee may exercise this right by writing to "FEM TECH CONNECT" or electronically to "FEM TECH CONNECT." In particular, "FEM TECH CONNECT" will retain data related to the Trainee's progress and assessment for a period not exceeding the time necessary for evaluating the training. Finally, "FEM TECH CONNECT" undertakes to delete any image taken by any video means during practical work or simulations after the exercises.

Disputes

If a dispute or difference cannot be resolved amicably, the Nanterre Tribunal shall have sole jurisdiction to settle the dispute.

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