



Science in the Public Eye: When is my discovery news?

When: Friday – November 16, 2007

Location: Pennsylvania College of Optometry
8360 Old York Road
Elkins Park, PA 19027

Time: 8:30 am to 11:00 am

8:30 am - Registration and Continental Breakfast
9:00 - 11:00 - Presentation, Q&A & Networking

Cost: BioStrategy Partners Members - \$25.00
BioStrategy Partners Non-Members - \$40.00

BioStrategy Partners requires 48-hour cancellation notice for full refund.

THIS EVENT IS FREE FOR ALL KIZ COMPANIES

At almost every step, from the lab to the marketplace, life science entrepreneurs see discovery as newsworthy. With the proliferation of information that reaches the public on some of the earliest stage testing, that perception is sometimes—but not always—reality. Experts reporting on science and the business of science from three very different news operations will talk about their criteria for covering scientific news, where their information comes from and what their reading audience expects. This program will offer insight into why one company's story appears and another's does not, what to do to insure your credibility with the media, how reporting on upcoming new treatments has changed and is changing, and some trends our experts see in the areas they cover.

Moderator:

Christina Pagano, Pagano & Company Public Relations

Panelists:

Richard Gallagher, Editor & Publisher
THE SCIENTIST

John George, Healthcare Reporter
PHILADELPHIA BUSINESS JOURNAL

Trish Wilson, Science & Medicine Editor
PHILADELPHIA INQUIRER

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