

REACH SIEF & Consortia Communication Essentials

Beaumont House Hotel, Old Windsor, Berkshire

6th and 7th November 2008



in partnership with



Why Attend?

With the implementation of REACH it is inevitable that those who represent their companies on SIEFs and REACH consortia will need to communicate effectively and understand each other more than ever before.

The consequences of having poor negotiation, presentation and questioning skills will invariably leave you at a disadvantage, allowing your competitors to take the lead.

And that's where our **REACH SIEF & Consortia Communication Essentials** training comes in. We have carefully tailored our programme, in partnership with communication skills experts Impact Skills, to prepare you for the types of interaction you will be having in SIEFs and joint registration consortia.

Sign up today and get the essential training you need to get the most out of the SIEF and Joint Registration consortia process. Having good presentation, negotiation and questioning skills will invariably give you the edge.

Feedback from previous attendees...

"I learned a lot to improve my presentation, negotiation and dialogue skills. The trainers were perfect."

Georg Stenz, Regulatory Affairs Manager, RCC Ltd

"Very good. I learned some practical skills that I can immediately put to use. I feel I made good improvements in my presentation techniques."

Eric Kushon, Director, REACH Compliance, The Shepherd Color Company

How Do I Benefit?

Gain skills that help throughout the REACH process:

- Gain a working knowledge of negotiating for optimum results
 - Less apprehension when negotiating
 - Understanding of the tactics for effective negotiating
- Ability to deliver clear, focused messages and professional, organised presentations
- Learn delivery skills that guarantee the effectiveness of your message
- Reduction of nervousness and stress when presenting and in difficult meeting situations
- More confidence when handling questions
- Increased skill in maintaining good relationships with other SIEF members
- Get a chance to put your skills into practice through our SIEF simulation session.
- Not just for REACH – these skills are highly transferable and will help you to work more effectively in all aspects of your job.

How Does My Company Benefit?

- Messages are clear, focused and delivered in an accurate, concise, manner
- Improved presentation skills cause others to respond as desired and reduce the need for repetition due to unclear messages
- Confidence that optimal results for your business will result from effective negotiations
- Confidence that your REACH commitments are more likely to be delivered
- Ability to maintain good relationships with consortia members

Who Should Attend?

- Anybody expects to be, or who already is, participating directly in SIEF and Joint Registration Consortia.
- This course is also ideal for those who have attended our workshop on the technical aspects of SIEFs and Consortia "Managing REACH – successful SIEFs and Consortia" on 25 September.

Programme Outline

Our intensive programme offers a **fully inclusive package** including one night's hotel accommodation and all meals for its duration.

Before you start

- ✓ There will be a pre-course assignment to ensure you arrive fully prepared.

Day 1

- ✓ **Baseline skills assessment**
Participants assess how they look and sound
- ✓ **Physical skills**
Participants will learn a series of fundamental skills to control nervousness and natural inhibitions
- ✓ **Planning**
Participants will learn to analyse their situation and how to avoid making mistakes that can undermine confidence and credibility
- ✓ **Presenting with visuals**
Participants create the visuals that support the message and deliver with conviction
- ✓ **Negotiation**
The critical steps to successful negotiation planning and dialogue:
 - The consultative opener
 - Active listening and uncovering issues
 - Offer your solution
 - Handle objections and questions
 - Resolve issues and enhance relationships
 - Document next steps
 - Consultative probes and discovering the real motivators
 - Closing consultatively

Evening

- ✓ Prepare for day 2 and informally discuss your issues with the on-hand REACH expert.

Day 2

- ✓ **Put the skills into practice**
In the morning you will also revisit and reinforce the skills gained on day 1
- ✓ **Introduction to the SIEF**
Participants will receive an overview of the activities the SIEF will carry out
- ✓ **SIEF Simulation**
In a safe environment you will get a chance to practise working in a SIEF so you are fully prepared for when you have to do it for real

What to expect on the day

REACHReady's unrivalled knowledge of the regulation is combined with Impact Skills communication expertise to deliver our intensive 2-day Consortia Communication Essentials programme.

Courses are limited to a **maximum of 10 participants** and are highly interactive - maximising time spent putting new skills into practice.

Two tutors, one from Impact Skills and one from REACHReady will be present at all times - we have an informal style so there will be plenty of opportunity to ask questions.

One night's hotel accommodation, breakfast, lunch (both days), dinner, refreshments and course material are all included in the price.