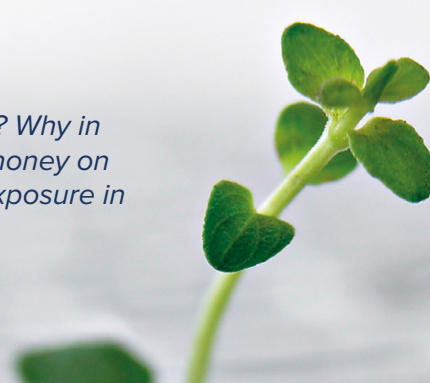


Oslo Cancer Cluster Incubator's Breakfast Seminar

“What is communication and why is it important?”

What is communication and why is it so important? Why in particular should small companies spend time & money on communication and what is the value of getting exposure in national and international media?



Time: Wednesday April 15 at 08:00 – 11:00

Venue: Seminar room 1, the Institute for Cancer Research, Norwegian Radium Hospital, Oslo University Hospital

PROGRAM

Moderator: Joachim Henriksen, Head of Communication Pfizer

- 08:00 **Registration & Breakfast**
- 08:15 **Welcome & Update on Oslo Cancer Cluster Incubator**
Bjørn Klem, General Manager Oslo Cancer Cluster Incubator
- 08:35 **“Why communication is important + some basic insights and tools”**
Elisabeth Kirkeng Andersen, Head of Communication Oslo Cancer Cluster & Oslo Cancer Cluster Incubator
- 08:55 – 09:10 **“Communication to investors”**
Nils Ove Kjerstad, Advisor Crux Kommunikasjon
- Short coffee break**
- 09:30 **“Communication to finance media”**
Ina Vedde-Fjærestad, Journalist in Kapital & Jeanette Hammer, Journalist in Finansavisen
- 09:50 **“Communication through your web site”**
Eirik Norman Hansen, CMO, Creuna
- 10:10 **“Communication to an international target group”**
Ola Björkman, Let ‘em know AB and Richard Hayhurst Associates

Mingling until 11:00