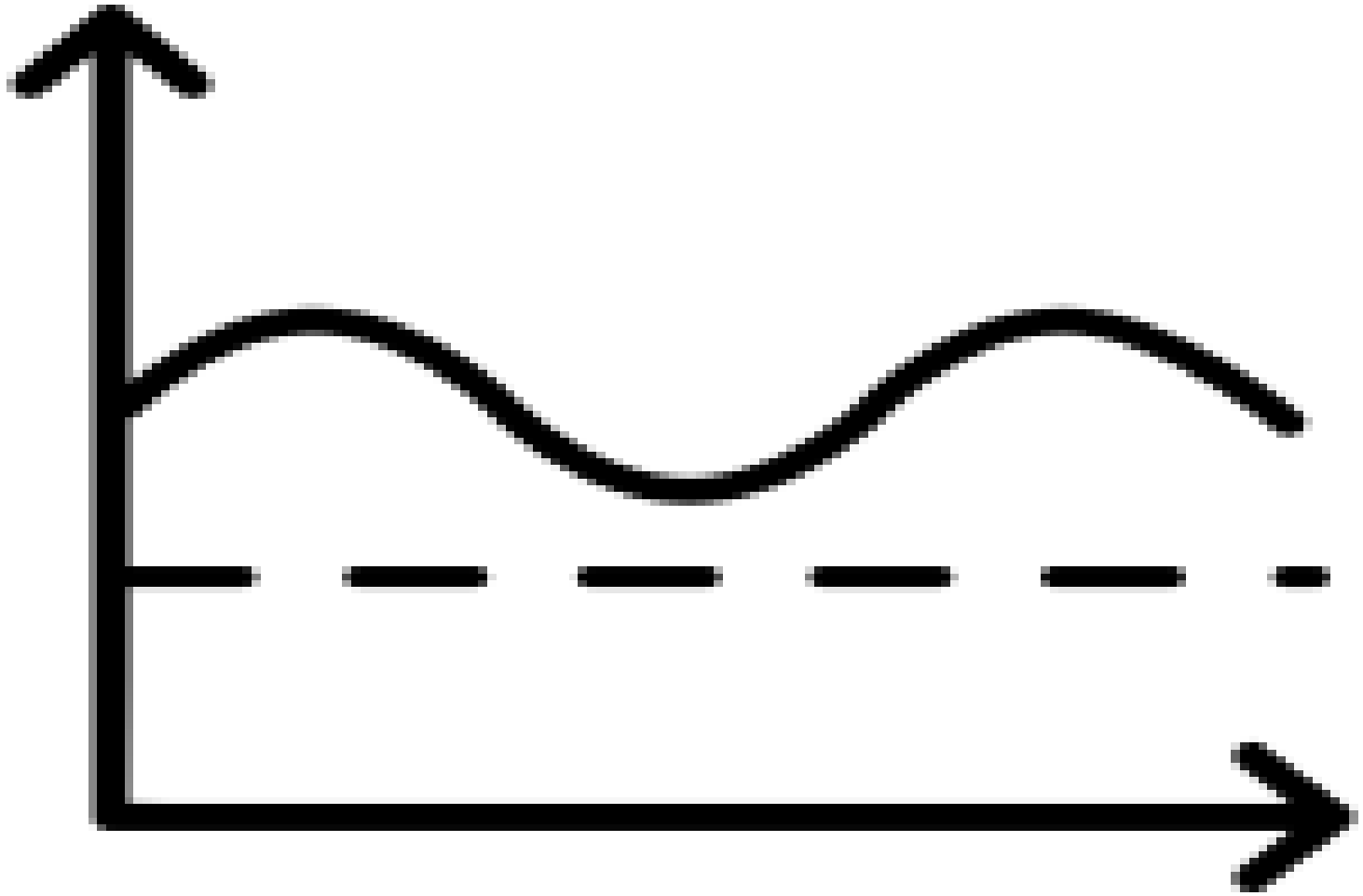
Communicating BioTrade

A Few Takeaways

Establish your Baseline



Align Comms and Organisational Objectives

Determine your objectives

Hammer out your Key Messages

Develop your Strategy

Fill the Gaps

4 Cs

Implement Something