



BIOSCIENCE COMMUNICATIONS FORUM (BCF) Webinar

Your Next Great Story *Promoting The 3Rs*

Did you know...

Every day your researchers are seeking ways to **refine** experimental design as well as **reduce** numbers and **replace** animals in the laboratory.

Implementation of these 3Rs is critical to moving the science forward while improving animal welfare.

It's good science!

It's a good story!

And we need to tell it!

Date: February 15, 2012

Time: 10:00 AM – 11:00 AM

Fee: Free to BCF Members
Non-Members: \$98

TO REGISTER

**contact Annette McCabe at
mccabe@njabr.org**

This webinar will outline ways

- to reach out to your researchers
- to identify institutional 3Rs initiatives
- to showcase positive science stories in an effective, engaging way

Who should participate

- Communications Professionals
- Science Writers
- Life Science PR/Media Specialists

Presented by

The Bioscience Communications Forum (BCF)
a community service of
New Jersey Association for
Biomedical Research

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Faculty

NANCY BAVEC

Global R&D Communications

AstraZeneca

&

Industry Colleagues

Public relations professionals who manage reputational issues related to animal research will discuss a case study that illustrates effective steps to promote internal awareness of the 3Rs.