

## SAMPLE MARKETING MATERIALS – Business Strategy

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### Sample recruiting email:

(SAMPLE 1)

Greetings!

Are you interested in learning how scientists develop and execute strategy?

[YOUR ORGANIZATION] will be holding a workshop called **Business Strategy for Basic Scientists** on [date]. Participants will learn and apply basic concepts of business strategy (e.g. identifying stakeholders, determining value proposition, and defining vision) in academic and industry settings. This workshop is geared towards graduate students and postdocs pursuing a career in industry or business of science, or planning to start an academic lab.

The workshop is offered at no cost. Space is limited.  
Apply now – [LINK]

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(SAMPLE 2)

Hello Postdocs and Graduate Students!

We would like to offer you the opportunity to apply for a spot in a **Business Strategy Workshop for Basic Scientists**.

This workshop is designed to teach bench researchers how scientists develop and execute strategy. Participants will learn and apply basic concepts of business strategy (e.g. identifying stakeholders, determining value proposition, and vision) in academic and industry settings.

It will be an interactive session geared towards graduate students and postdocs pursuing a career in industry or business of science, or planning to start an academic lab.

The application is now open and can be accessed using this link: [LINK]

You must submit the application **by [TIME], [DATE]**. We will evaluate each applicant and notify the selected students within a week after the deadline. Only [X] spaces are available.

Should you be selected to participate, the workshop will take place on [DATE, TIME].

Please see the attached flyer – and send any questions to:

Sample info from flyer:

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# Business Strategy

## for Basic Scientists

Mission Bay: March 8, 2016 @ 4 p.m.

Learn how to apply business strategy in  
academic and industry settings.

Attend this workshop designed for bench researchers.

Space is limited.

Apply now- <http://bit.ly/Strategy4Scientists>

### Sample reminder email, to accepted participants:

(SAMPLE 1)

Greetings!

The Strategy workshop will be held this [DATE] from [TIME] in [LOCATION]. To prepare for the workshop, please watch the lecture before class at <https://career.ucsf.edu/strategy4scientists>

What can you expect during class? You will be discussing case studies to apply knowledge from the lecture. The case study information is posted on the webpage. Please review the case studies beforehand. Past participants who browsed the websites before class reported a more positive and engaging in-class experience. We will have faculty members and industry professionals present to facilitate the case study discussions.

We look forward to seeing you at the workshop.

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(SAMPLE 2)

Hi Everyone,

I'm emailing as a reminder that the interactive Business Strategy workshop is tomorrow from [TIME, DATE] in [LOCATION]. Please watch the lecture videos if you haven't already - <https://career.ucsf.edu/strategy4scientists>

**Please bring your laptop or tablet** for the group discussion. You will practice identifying a company's strategy from their website.

Your speakers and workshop facilitators will be:

[FACILITATOR NAME], TITLE

[FACILITATOR NAME], TITLE

[FACILITATOR NAME], TITLE

Finally, and importantly – please arrive 10-15 minutes early. Come early to collect your handouts and sign-in. Come early to meet the facilitators. Come early. We will start promptly at 4pm.

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Office of Career &  
Professional Development  
Student Academic Affairs

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I look forward to seeing you all there tomorrow!