



## Workshop 2

### Communication Skills for Transplant Coordinators

#### **Introduction:**

In today's transplant culture, the Transplant Coordinator is the gate keeper to the world of organ donation & transplantation. The Transplant Coordinator is the first point of contact as a communicator to effectively persuade both health professionals and the community on the benefits of donation and transplantation. This involves not only presenting health education to medical peers, but to interact effectively with the media. The skills necessary to present factual and persuasive arguments and information are developed by using effective communication techniques.

#### **Learning Objectives:**

The participants will be able to:

- Organise and facilitate collaborative research projects
- Gain an understanding on how to write and illustrate abstracts and scientific papers.
- Enhance PowerPoint presentation skills
- Innovative communication - verbal and non-verbal communication skills – focussing on the non-English speaker
- Build skills to manage the media and conduct interviews for television, radio and newspaper and write a media release
- Practice their skills for media interviews

#### **Program:**

**Part 1:** Methods to identify applied research and writing abstracts

**Part 2:** PowerPoint presentations and the non-English speaking presenter

**Part 3:** How to manage the Media – *Radio : “It’s Happening Now”*

*Television : “Seeing is believing”*

*The Press : “Read All About It”*

**Part 4:** Practical session for participants to practice media techniques

#### **Target Audience:**

This workshop is designed for international Transplant Coordinators, Tissue Banking Coordinators and health officials working in donation and transplantation hospitals/facilities, dealing with communication activities as part of their role and who would like to reinforce their positive communication skills to enhance their communication strategies that will facilitate positive outcomes. Places are limited to 20 people.

Faculty:

Ms Tina Coco, Manager, Queenslanders Donate (Organ and Tissue Donation Agency)  
Brisbane, Queensland, Australia

Mrs Maria Stadler, Director for Research Partnerships, OneLegacy – a donate life  
organisation,  
Los Angeles, California, USA