



EXCELLENT COMMUNICATION HAS LASTING REWARDS

A veterinarian's ability to effectively communicate with a client is key for establishing strong client relationships. The Bayer Excellence in Communication Award (BECA) will reward one student per participating veterinary school who demonstrates proficiency with and dedication to developing this vital skill.

You can earn a **\$2,500 Bayer Excellence in Communication Award (BECA) scholarship** by displaying the strongest communication skills during a client interview at your college.



Bayer Excellence
in Communication Award



\$2,500
Bayer Excellence in
Communication Award
(BECA) scholarship

Communication is the cornerstone
of rewarding
client relationships



BAYER EXCELLENCE IN COMMUNICATION AWARD (BECA) RULES AND GUIDELINES

- Juniors and seniors are eligible to participate.
- Competing students will be video recorded during a client interview in a clinical setting*.
 - Case selection is open; limited to a single client interaction.
 - Eligible videos should be a maximum of 20 minutes.
- Communication-trained faculty members may use the provided score sheet (not attached) to evaluate each video.
- Competing students must submit their videos to the communication-trained faculty judge at their college.
- Each respective college will award the \$2,500 BECA to their selected student at the awards ceremony.

* Students are highly encouraged to compete with videos of client interactions. At schools where video is not an option and with permission of faculty/administrators, a college-level winner may be selected by communication-trained faculty based on skill demonstrated in a clinical client interaction.

**Contact Bayer Veterinary Technical
Services representative,
or Dr. Dan Christian at dan.christian@bayer.com
with questions about the BECA.**

