

## Business Etiquette and Intercultural Competence

### Objective

- Familiarizing young researchers with modern international business etiquette and the conventions of intercultural communication in different professional contexts beyond academia.
- Defining different international communication styles and preparing the participants to deal with a variety of social and business situations such as business meetings and meals, networking events and conferences.

### Description

More than ever, sophisticated communication abilities and social skills are vital to one's professional career in academia. This practical seminar helps you to master the art of business etiquette and intercultural communication in various social settings.

Main subjects include the most important rules of business communication and conduct, the importance of the individual appearance and the first impression, emotional intelligence as well as creative and engaging conversational techniques.

- The importance of the first impression, strategic individual appearance and the art of small talk for academics at conferences
- Parameters of German and international business communication
- Do's and don'ts of intercultural communication
- How to come across as relaxed, self-confident and professional in business meetings
- The parameters of non-verbal communication
- Efficient and targeted conversational techniques for academics

### Methodology

We will look at best-practice examples of intercultural communication, focusing on the academic environment. Participants will also practice how to behave and act in various business settings and how to deal with behavioral codes outside of academia. This practical workshop is based on group discussions and exercises. At the end of the seminar, participants will have a "toolbox" with individual techniques which they can use successfully in their daily work life, mastering a variety of challenging social situations.

- Trainer input and supervision
- Group discussions
- Role playing games and exercises
- Small-group exercises and presentations

### Organizational Information

Language	English
Target group	Doctoral Candidates at all stages and Postdocs from all faculties
Date	Monday, 14 January 2019, 9:00 – 16:00
Registration	<a href="#">For registration click here</a>

### Trainer



**Dr. Michael Gordian**

- Lecturer and seminar leader
- Specialist for communication and presentation skills
- Cooperating with various management institutions (Management Circle, IHK), international companies (Bosch, Mazda) and cultural institutions (Goethe Institute Berlin, Konrad-Adenauer-Foundation)
- Fluent in German, English, Russian and Spanish