Make an Impact!
Self-Marketing and Networking Skills for Academics

Objective

- Self-marketing: effectively promoting oneself (verbal business cards)
- Spontaneous small talk: informal chatting with a purpose
- Strategies for interview scenarios
- Concise and effective introductions: make an impact!
- Body language focus

Description

This workshop helps participants develop self-marketing and networking skills for academics in professional contexts in particular during interviews, presentations as well as small-talk situations.

Furthermore the workshop offers the opportunity to enhance overall effective communication (verbal and non-verbal).

Throughout the workshop, participants will be guided through interactive exercises to improve their body language, as well as focus on the quality of their language content and structure of their ideas.

Trainer input will provide the opportunity to gain new insights in effective communication and learn how to present themselves more effectively and to make the best impression and strongest impact.

Methodology

- Highlighting key strategies
- Focusing on non-verbal signals
- Role-play scenarios
- Hands-on exercises for practicing
- Group and individual feedback

Women only!

Organizational Information

<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Women Researchers: Postdocs and Advanced Doctoral Candidates from all faculties</td>
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<tr>
<td>Date</td>
<td>Tuesday, 25 June 2019, 9:00 – 17:00</td>
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<tr>
<td>Registration</td>
<td>Online registration through <a href="mailto:maltry@em.uni-frankfurt.de">maltry@em.uni-frankfurt.de</a> is compulsory</td>
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