MAKE AN IMPACT! – SELF-MARKETING AND NETWORKING SKILLS FOR ACADEMICS

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.

OBJECTIVES

- 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

METHODS

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

DATE
Tuesday, June 25th, 2019, 9:00 am – 5:00 pm

PLACE
Room PA P22, PA-Building, Campus Westend

TARGET GROUP
Women Researchers: Postdocs and Advanced Doctoral Candidates

COACH
Julie Stearns, impulsplus

REGISTRATION
required until June 7th, 2019 at maltry@em.uni-frankfurt.de
max. number of participants: 12

FURTHER INFORMATION
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