

20.03.2019 | Make an Impact! Self-Marketing and Networking Skills for Academics

Referentin: Ms. Julie Stearns

Zeitraum: wird noch bekannt gegeben

Ort: Jakob-Welder-Weg 9, Campus Infobox am Neubau Recht und Wirtschaft (ReWi)

Objectives:

How can I make an impact in professional contexts such as small-talk situations at conferences? What can help me in situations where I face an international crowd and how can I connect to an interdisciplinary audience? The workshop Make an Impact! offers the opportunity to enhance overall effective communication (verbal and non-verbal) in order to improve networking and self-marketing opportunities. The workshop focuses specifically on self-expression in terms of vocal quality, body language and verbal expression in academic and professional and contexts.

Description

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. The aim is to develop strategies to make a lasting and positive impact on groups, colleagues, and significant contact persons. 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.

Target group:

This workshop targets PhD students and Post-doctoral fellows who wish to improve their self-marketing skills, advance their research and networking prospects and make the most of their intercultural and interdisciplinary communication opportunities.

Contents

- Self-marketing: effectively promoting oneself (verbal business cards)
- Networking: spontaneous small talk with a purpose
- Developing awareness skills
- Concise and effective introductions: make an impact!
- Body language focus

Methods

- Theoretical sessions to highlight key aspects and strategies
- Role-play scenarios
- Hands-on exercises for practicing
- Both group and individual feedback

Online-Anmeldung unter <https://gleichstellung.uni-mainz.de/anmeldung-id-3333/>

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