Self-marketing in an international context –
Make an impact with self-presentation and small talk!

(An offer during International Week)

When dealing with international partners, it is important to confidently present concerns, messages and results. When speaking and presenting, content is not the only important thing, but HOW content is brought to the listener. How you speak, how you talk, how you convince verbally.

Small talk allows for easy conversation and helps build contacts. This is well known, but there are often fears and doubts: How do I start small talk? What do I say? What is taboo? How do I use small talk for further discussions?

Self-presentation and small talk require professional rhetorical skills. In dealing with international partners, show that you master the oral craft. Orally is handcraft and orally is fun. Show the fun!

Content

• The first impression: how do I work?
• Actual target state: body - voice - content speech behavior
• Self-presentation: Tips & Tricks
• Small Talk: techniques, themes, taboos
• Training, training, training

Methods: Short presentations, case studies, practical exercises, training

Target group: Senior administrative and academic staff

Date: 23-04-2018, 13.00 - 15.30

Location: H 9132

Lecturer: Jane Bormeister www.janebormeister.de

Link: Workshop Self-marketing in an international context

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