

BIH WORKSHOP: MAKE AN IMPACT! SELF-MARKETING SKILLS FOR WOMEN SCIENTISTS

About the Workshop

This workshop supports women scientists to improve their self-marketing skills as well as their verbal and non-verbal communication skills in professional contexts.

Participants practice for specific contexts of their choice, which can include: interview scenarios, international conferences, team meetings and small talk situations. The aim is to develop strategies to make a lasting and positive impact on audiences, potential employers and significant contact persons. 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 for participants to gain new insights in effective communication and learn how to present themselves more effectively and to make the best impression and strongest impact.

Contents in brief

- 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 & Approaches

- Role-play scenarios
- Hands-on exercises for practicing
- Both group and individual feedback
- Video-recording

Participation

Invited to participate are women PhDs students and women Post-Docs in the joint research space of BIH.

When? Where? How to register.

When 16 February 2016 from 9 am to 5 pm

Where CCM, Seminarraum 3, Sauerbruchweg 3

Please register until 25 January 2016: caren.kunze@bihealth.de

Participation is free of charge.

Introduction of Workshop Trainer Dr. Silke Oehrlein-Karpi

Julie Stearns is a lecturer at the University of Duisburg-Essen and Folkwang University of the Arts. Julie also works as a professional actress and director and produces theater and performance projects with international cooperation partners. She has several years of experience in teaching presentation skills, as well as voice and body training, self-marketing skills and performance skills.

This event is organized by the BIH equal opportunity unit. If you have any questions or comments, please contact: caren.kunze@bihealth.de.