

## **Visible & influential: self-marketing effectively**

### **Target group:**

PhD students and post-doctoral fellows wishing to either boost their self-marketing skills to advance their career or interested in learning how to effectively persuade their audience.

### **Objectives:**

This workshop helps participants to further develop their self-marketing skills by improving their rhetorical techniques, body language, intercultural awareness and "elevator pitch".

### **Description:**

Participants learn how to give an effective "elevator pitch", relevant rhetorical techniques and how to make the most of their body language. Throughout the workshop, participants will be guided through interactive exercises to improve their self-marketing skills. A healthy mix of theory and practice provides them with the opportunity to learn how to effectively "market themselves" to an academic or professional audience. At the same time, participants will explore how to adjust their approach according to different intercultural contexts.

### **Contents in brief:**

- SWOT analysis: your strengths, weaknesses, opportunities and threats.
- Body language key do's and don'ts: positive messages and what to avoid.
- The rhetorical triangle: skills and techniques to persuade your audience.
- Concise and effective introductions: "the elevator pitch".
- Intercultural issues: understanding how to deal with different cultures.

### **Methodology:**

- Role-play and real-life situations.
- Theoretical sessions to understand.
- Hands-on exercises for practicing.
- Video: recording and reviewing (when applicable).
- Both group and individual feedback.

### **Trainer:**

Dr. Matteo Garavoglia was educated at the universities of London (SOAS), Paris (Sciences Po) and Berlin (FUB). He has lived in twelve countries across the world and is fluent in English, French, Spanish and Italian with a working knowledge of German and a basic understanding of Portuguese. Dr. Garavoglia is currently the Italy Program Fellow at the Centre on the United States and Europe at the Brookings Institution in Washington DC. He is also Research Associate at the Centre for International Studies at the University of Oxford and serves as Adjunct Professor at Johns Hopkins University's Paul H. Nitze School of Advanced International Studies. His research focuses on European Union humanitarian assistance, development aid, election observation, democracy support, human rights, migrants and refugees. Dr. Garavoglia worked with Impulsplus for a number of years and provides workshops on the following subjects: "Almost there: preparing for the viva defence"; "Team communication: key roles and intercultural contexts"; "Rhetoric and speaking in public: an introduction to theory and practice"; "Leading teams in academia: multiple perspectives for greater effectiveness"; "Visible and influential: networking at conferences and across cultures"; "Just landed: an introduction to life and academia in Germany".