

JULIE STEARNS
IMPULSPUS

14.00 – 17.15 H

Workshop: MAKE AN IMPACT!
SELF-MARKETING AND COMMUNICATION SKILLS FOR ACADEMICS

This workshop targets Post-doctoral fellows who wish to improve their self-marketing skills and to advance their career and networking prospects and making the most of their communication opportunities in a variety of contexts. It helps participants develop self-marketing skills for academics in professional contexts such as interviews, presentations as well as small-talk situations. Furthermore the workshop offers the opportunity to enhance overall effective communication (verbal and nonverbal) in order to enhance and improve networking opportunities.

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. The aim is to develop strategies to make a lasting and positive impact on audiences, potential employers and significant contact persons (networking). 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.

Contents

- 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

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

Trainer

Since 2003 **Julie Stearns** has been a lecturer in the English Language Department of the University of Duisburg-Essen, and in 2009 she joined the International Studies Department at Folkwang University of the Arts. Julie Stearns

joined the impulsplus team of qualified and dynamic trainers in 2010. She has many years of experience teaching university students presentation, debate and performance skills.

She is an actress and director as well as author of plays and short stories. She has worked for over 20 years as a free-lance director and actress in schools, universities, theatres and organizations in America and Germany. Her experience and background in theatre and dance influences her teaching style and the techniques, which she uses to help the participants to reach their individual goals of effective interpersonal communication.