

# PROGRAM March 2016

TS = Tabea Send  
WR = Wolfgang Runge

# Workshop Agenda: Morning - 1

Time	Who	What	Desired Outcome
9:15 – 9:30	WR	Welcome	Know workshop goals and program
9:30 – 10:20	TS, All	Partner interview	Introduce participants; build groups of 2 (“tandem”)
10:20 – 11:20	TS	Non-verbal communication	Key Note Speech (Impulsreferat); discuss
11:20 – 11:35	All	Coffee Break	
11:35 – 12:00	TS	Comprehension; AIDA, MISLA *) (Strukturmodelle)	Key Note Speech (Impulsreferat); structural models
12:00 – 13:00	All	Lunch Break	Recreation; “Networking”

\*) Attention, Interest, Desire, Action | Motivation, Ist-Zustand, Soll-Zustand, Lösung, Appell

# Workshop Agenda: Afternoon - 1

<b>Time</b>	<b>Who</b>	<b>What</b>	<b>Desired Outcome</b>
13:00 – 13:40	WR	Elevator Pitch – Intro, Approach	All know what it is, how to create it
13:40 – 15:10	All, WR, TS	Elevator Pitch – Exercises - practicing	Practice: creating a pitch (group work);
15:10 – 15:25	All	Coffee Break	
15:25 – 17:05	All, WR, TS	Elevator Pitch – Exercises - practicing	Presenting the pitch; evaluations, discussion
17:05 – 17:45	TS	Johari window; positions in interpersonal communication	Key Note Speech; discussion; understand own strengths and weaknesses
17:45 – 18:00	All	Discussion; finalizing Day 1 and looking forward to Day 2	Feedback

# Workshop Agenda: Morning - 2

<b>Time</b>	<b>Who</b>	<b>What</b>	<b>Desired Outcome</b>
8:15 – 8:25	WR; TS	Welcome; remarks on Day 1	All know what is ahead
8:25 – 8:50	TS	Rhetoric effectiveness and impact	Key Note Speech (Impulsreferat); Discussion
8:50 – 9:40	All (?), Volunteers, WR	Karaoke-type slide presentation (2 slides)	Introductory practice, “Entry” for a presenta- tion using slides ( <b>AIDA</b> )
9:40 – 9:55	All	Coffee Break	
9:55 – 11:30	All; WR	Create a business plan presentation	“Tandem” uses given text for slides

# Workshop Agenda: Afternoon - 2

<b>Time</b>	<b>Who</b>	<b>What</b>	<b>Desired Outcome</b>
11:30 – 12:30	All	Lunch Break	
12:30 – 16:00	All, TS, WR	Presenting the short business plan	Practicing, feedback, discussions (feedback questionnaire)
		30 min. Buffer (End → 17:00)	
16:00 – 16:15	TS, WR	Wrap-up, call to action	
16:15 – 16:30	All	Filling questionnaire	Assessing course and instructors