

## Kite-mentoring training

### May I introduce myself?

## Self-presentation and self-marketing for young scientists

**Date:** Saturday 06.04.2024 (9:00 – 17:00)

**Location:** Faculty of Engineering, Univ. Freiburg, Georges-Köhler-Allee, building 080 - seminar room

**Invited trainer:** Erika Magyarosi (Tübingen) - <https://impetus-seminare.de>

**Registration:** <https://nuudel.digitalcourage.de/huGGny5jkIPBqCFL>

How do you present yourself at conferences, job fairs or in everyday professional life in order to be remembered professionally and with a sharp profile? In this seminar you will learn to formulate and present your strength profile and performance compass in such a way that your interlocutors have a competent picture of you. In an addressee-oriented manner and appropriate to the context, we select the details that you communicate. We will crystallize what your unique selling point is based on your success story, your career and your unique perspective on the world. This will help you to appear more confident, to talk more often about your achievements and thus to remain more present in the minds of others.

#### Methods:

The participants will give small self-presentations based on guidelines and receive professional feedback.

#### Content:

- 1) Our unique perspective on the world
  - a) Childhood
  - b) Education
  - c) Places and people
  - d) Formative events (success story)
- 2) Guide to the unique selling proposition
- 3) Formulate and present elevator pitch for
  - a) Conferences
  - b) Job Fairs
  - c) Interview Initial Question
  - d) Random encounters