

Training

Career Workshop

May I introduce myself? Self-presentation and self-marketing for young scientists

Workshop by **ERIKA MAGYAROSI**, Tübingen

Date: Saturday, **9.12.2023 9:00 – 17:00** (in English)

Location: University of Freiburg, Faculty of Engineering,
Georges-Köhler-Allee 080, 79110 Freiburg
seminar room

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

Self-presentation and self-marketing for young scientists

Seminar Goal

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

Our trainer, Dipl. -Phil. ERIKA MAGYAROSI M.A., born in 1980, studied Sociology and Philosophy at the University of Tübingen and at the University Babes-Bolyai in Romania. She works since 2009 as a trainer and lecturer not just for several universities, boroughs, cities and further public institutions, but also in the fields of business-economy and politics. Her main topics are: Time-, Stress- and Project – Management, Memorizing Techniques, Speed Reading, Rhetoric, Scientific Presentations, Communication and Intercultural Competence. Before her career as a lecturer and trainer she worked as a PR Referent and as a translator and gathered professional experience in the field of project management. Since September 2016 Erika Magyarosi has been also the head of the Summer Academy of “Talent im Land” at the Salem International College (event supported by the Robert Bosch Stiftung, Baden-Württemberg Foundation and the Bavarian Ministry of Culture). www.wissenspuls.de

