“Dress for Success” - Coaching

The new Workshop & coaching event of the ISGS-Business-Etiquette-Series will give our international Students advice on “how to dress for success in Germany” thanks to the competent counseling of the professional style coach: Katharina Starlay, who believes:

“Appearance & behaviour are a component of a sales strategy & hence a part of a value chain – of people & of companies”

In order to help you create an effective & authentic impression, this Workshop will provide you with the ground rules for an elegant & professional wardrobe in Germany.

Date: Wednesday, August 03, 2016, 09:00 - 17:00h
Place: Building 36, 265
Language: English & German
Participants: Postdocs, PhD candidates, international Students
Registration: Registration only in person (until August 1) at ISGS Bld.47/R. 616 (First come first served)
Participation Fee: 2 EUR (to be paid at ISGS Bld.47/R. 616)

During the Business Dresscode Event, the participants will get:

- A professional style coaching aiming at the communication of competence via their appearance in a professional German Business context
- Precious advice on questions like:
  - **Dresscodes** – what do I, where, when?
  - **Clothing** – Advantageous cuts & colors
  - **Wardrobe** – how to dress to communicate competence
  - **Behaviour & tips** for social & professional occasions in the German Business culture

About your Trainer: Katharina Starlay

- Graduate in fashion design
- Over 25 years of experience in the field of style counseling, 9 years of professional experience in the sectors of clothing & cosmetics (P&C, OTTO, Douglas)
- Since 2002 she is Corporate Spin Doctor & Fashion Designer
- Since 2014, Mrs. Starlay is member of the German “Knigge-Council” (http://knigge-rat.de/)
- She is author of the regular style column “Starlay Express” in the Manager Magazine & has several publications (c.f. www.starlay.de)