ISGS - Business Etiquette Seminar:
– Promote yourself professionally via Social Media –

„Goodbye Ms./Mr. Nobody“

The interactive ISGS-Business-Etiquette-Seminar will give you advice and practical tools on how to use social media platforms like Facebook, Twitter, Xing etc. in order to promote yourself professionally and to stand out from the crowd. Your trainer for this will be Dr. Martin Emrich, a professional Business Coach & Speaker of Excellence:

Date: Friday, November 18, 2016, 09:00 am - 05:00 pm
Place: Building 39
Language: English & German
Participants: Graduate Students, PhD candidates etc.
Registration: Registration only in person (by November 16) at ISGS Bld.47/R. 616 (First come, first served)
Participation Fee: 2 EUR (to be paid at ISGS Bld.47/R. 616)
Attention: Please bring your laptop (or smartphone) with Internet access for case studies

During the interactive seminar the participants will get:
- an overview of the rapid development of social media (social-media-revolution) and their growing importance for a professional career
- to know the special features of social media platforms like Xing, facebook, Twitter, LinkedIn etc) via interactive case studies
- to know practical tools on how to use social media effectively for professional networking purposes
- precious advice on business etiquette rules in the world of social media: codes of conversation, more on taboo-topics or on how to avoid so called "shit-storms"

About your Trainer: Dr. Martin Emrich
- PhD in psychology focusing on managerial competence & assessment center
- Professional Business consultant & Business Coach (International Coaching Association)
- Author of more than 50 publications in 3 languages
- Ranked among the "Top 100 – "Speakers Excellence" & "Trainers Excellence" (Since 2008)
- University lecturer & professional coach of companies like: adidas, Puma, Accenture, Siemens etc.
- 15 years of professional experience as head of Emrich Consulting: www.emrich-consulting.de/