

“Media- and Communication Training – how to get YOUR message across!”

Course Description

Keep it simple and stupid! A golden rule when facing the media. A big challenge to many scientists. So, how can you reduce your information to the amount the audience can digest? How can you get your message across, no matter what the question is? If you want to represent your institution well and “sell” your topic to a wider audience, you should know what to expect from “the media”. And you should know how to influence the situation for the better. In this workshop, we will train you for a variety of situations as public speaker.

About the lecturer

Dr. Katrin Prüfig is one of only 13 certified media trainers in Germany. She has trained high ranking German and international managers for the past 15 years and worked with the GIGA-Institute on many occasions.