viadrina

Viadrina Sprachen GmbH

Albert-Einstein-Straße 14, 12489 Berlin-Adlershof

Freitag, den 13.07.2018, 13-16 Uhr

Nick Byrne, London

Making the Audible Visible

Workshop in englischer Sprache zur Visualisierung von Projektergebnissen

Teilnehmerbeitrag: 25 Euro.
Anmeldung:
info@viadrina-sprachen.com

Description

Making the audible visible - the challenge of marketing (research)projects in a competitive environment.
How to maximise the potential and raise the profile of your project?

The opening talk and following workshop will look at strategies and activities to help managers develop their environment and their team. We will look at areas of activity which raise money and gain kudos, as well as those that simply raise the profile of your activities. Issues regarding publicity materials and the actual look of the working will also be discussed.

Participants will be encouraged to bring problems and discuss issues by means of action learning sets within a supportive environment. The aim is to use a mix of creative ideas and emotional intelligence to come up with practical solutions.

Nick Byrne was Director of the LSE Language Centre from 1999-2016, and previously set up and ran the language centre at the University of the Arts London for eight years.
Nick Byrne studied languages at Oxford, and was a teacher trainer at King's College London. He's held advisory roles in key European language organisations, and is now working as a freelance consultant, as well as being Creative Advisor to Hanban, the national language council of China.