
University of Zurich | EHCL

«Rhetoric & Performance skills» | August 05, 2024

Schedule | Location: Waldmannstrasse 10, 8001 Zürich-Bellevue

Dr. Emily Reeves | Helen Züger | August 05, 2024 | max. 4 participants

Team: Communication trainer Remo Müller | Camera expert Stefan Tschumi

«Effect of the content»

- o Reason for the presentation: Strategic presentation goal | (target) Audience | Message | Argumentation chains
- o 3 communication worlds: I - you - it
- o Structure: Creative start | Clearly structured main part | Concise conclusion
- o Content: Figurative and exemplary language | Formulation | Sentence construction
- o Impact pyramid: Content - Voice - Appearance

Block 1

09:00 - 10:15

Break 1

10:15 - 10:30

Block 2

10:30 - 12:00

«Verbal effect»

- o Voice: Attitude | Tonality | Voice variance | Voice volume | Articulation | Pauses
 - o Personal focus: Reflecting on and categorizing what you have learned | Defining practical goals
- Restaurant «Weisser Wind»

Lunch

12:00 - 13:30

Block 3

13:30 - 15:00

«Visual effect»

- o Optics: Stance | Posture | Use of space | Facial expressions | Gaze | Gestures | Clothing | Accessories | Background

Break 2

15:00 - 15:15

Block 4

15:15 - 17:30

«Tools | Stress management»

- o (digital) Tools: Types | Design | Effect | Use
- o Stress management: Mental strength | Stage fright
- o Personal focus: Reflecting on and categorizing what you have learned | Defining practical goals
- o Outlook: Course overview

Additional information:

- o Breaks: The schedule for breaks is flexible, depending on the trainers discretion.
- o Vegan/vegetarian options for food are possible (please let us know in advance)
- o Snacks: Various snacks, including croissants and fruit, will be available in the morning and afternoon.