

Swiss Training Day 2017

Story Telling

A magical tool for communication?

We hear these days a lot about how our profession is changing, how we need to move from a more traditional job profile towards a more pro active profile, where deeper knowledge in finance, HR, communication or project management are essential. We need to be able to tell a good story about our company, our job and ultimately also about us and our job skills.



Storytelling is a Buzzword that can be found in all kind of context. The reader might get the impression that storytelling is a magical tool that can be used in any situation to solve communication problems.

Ancilla Schmidhauser will take you on a journey and introduce you to the world of stories. What exactly is a story, why is it functioning, how is a story built, where can stories be found and how can they be used? You will get practical tools for your daily work.

At the end of the workshop you will know, how to bring yourself to the next level in communicating and acting in your business and private role. You will have fun and the outputs will be rewarding. Of course, as it is a workshop, you will do plenty of exercises and at the end you will get a documentation to take home.



Ancilla Schmidhauser is an expert in marketing and communications. Since more than 15 years she is consulting companies and business leaders in how to present and market themselves.

Storytelling is an essential tool she is working with, but far more Ancilla Schmidhauser is working and living storytelling as a philosophy.

For more information on Ancilla:
www.impactconsulting.ch

Date and time: December 2, 2017 – 10h00 to 16h00
Place: Zurich, ETH HG F33.5
Costs: CHF 150 IMA-member
 CHF 250 Non-members
Registration: until October 20, 2017
https://www.lyyti.in/Swiss_Training_Day_2017_Story_Telling_9482

Payment:

Remittance for	IMA Switzerland
Bank	Zürcher Kantonalbank, Postfach, 8010 Zürich
IBAN	CH61 0070 0110 0028 9030 7
SWIFT	ZKBKCHZZ80A
Post account	80-151-4
Account	1100-2890.307

Location

ETH, Rämistrasse 101, 8000 Zürich



How to get there from Zurich main station

From the “Bahnhofstrasse/HB” stop: Tram no. 6 (towards “Zoo”) as far as the “ETH/Universitätsspital” stop. Journey time: approx. 6 minutes

From the “Bahnhofplatz/HB” stop: Tram no. 10 (towards the Airport or Oerlikon station) as far as the “ETH/Universitätsspital” stop or Tram Nr. 3 (towards Klusplatz) as far as the “Central” stop (1 stop), from “Central” by Polybahn (departs every three minutes) to the Polyterrasse. Journey time: approx. 8 minutes

You will require a ticket that is valid for zone 110 (city of Zurich).