



# MOI-Alumni-Meeting

at the  
Van der Valk Airport Hotel Düsseldorf  
21<sup>st</sup> of October 2022

When	What	Who
15:00	<i>Warm up with Coffee</i>	
15.10	Welcome addresses	Prof. Dr. Johannes H. Hegemann & Prof. Dr. Klaus Pfeffer (MOI IV speakers)
15:15 17:00	1 <sup>st</sup> Session Networking	Marcus Holzheimer
17:00	<i>Coffee Break</i>	
17:30 19:00	2 <sup>nd</sup> Session Communication	Marcus Holzheimer
19:00	Dinner Opening	

## Information to the Program

### **1<sup>st</sup> Session Networking**

Networking is not only an important topic in the field of business when it comes to a career but is also of great importance in the field of science.

Whoever networks well in the field of research not only increases the prospects of a career in science, he or she also increases the chances of being active in cooperative third-party funded projects as well as in one's own field of research.

During the first session you will learn the basics of successful networking in the (not only) scientific field:

- why networking – Pro & Con
- how to find your authentic networking strategy (online, offline and what to reveal)
- how to build your network with minimum effort of time & money (social networking, conferences, work, hobbies etc.)
- how to successfully use the give & take principles

### **2<sup>nd</sup> Session Communication**

The second session is focused on communication in the field of networking. You will learn:

- how to communicate efficiently to maintain your network (incl. positive and negative responses)
- how to protect your network by rejecting requests and removing existing contacts in a professional way
- how to get in contact with people that you don't know (yet), e. g. at conferences
- how to pro-actively build your reputation

***At the end of the sessions, you will be able to establish your authentic self-marketing, reputation and referral management.***