

# STUDY GUIDE

## Make an Impact

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| Course/training name                           | Make an Impact! Networking and Self-Marketing                                                                                 |
| Host Institution(s)                            | University of Cologne                                                                                                         |
| Co-organising Institution(s) (if applicable)   | /                                                                                                                             |
| Course level (if applicable)                   | /                                                                                                                             |
| Name and faculty of the lecturer(s)/trainer(s) | Continuous Development Programme, University of Cologne<br><br>Julie Stearns, impulsplus<br><br>fortbildung@verw.uni-koeln.de |
| Mode of delivery                               | Online live                                                                                                                   |
| Location (if applicable)                       | /                                                                                                                             |
| Dates of the <u>online</u> component           | 19.11.2026, 09:00-16:30h (CET)                                                                                                |
| Cost                                           | None                                                                                                                          |

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| <b>Application procedure</b>                                                                                                              | Application form on the EUniWell Courses and Training Catalogue                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Target audience(s)</b>                                                                                                                 | <input type="checkbox"/> Bachelor's <input type="checkbox"/> Master's <input type="checkbox"/> PhD<br><input type="checkbox"/> Educators <input checked="" type="checkbox"/> Researchers <input type="checkbox"/> Administrative staff                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Selection criteria</b>                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Prerequisites</b>                                                                                                                      | Researcher at one of the EUniWell member universities; First Stage Researcher (R1): Doctoral candidates, Recognised Researcher (R2): Doctorate degree (PhD) holders or equivalent who are not yet fully independent                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Language(s) of instruction and recommended CEFR level</b>                                                                              | English, B2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Main Thematic Arena(s)</b>                                                                                                             | <input type="checkbox"/> Arena 1 - Health and Well-Being<br><input type="checkbox"/> Arena 2 - Social Equality and Well-Being<br><input type="checkbox"/> Arena 3 - Environmental change and Well-Being<br><input type="checkbox"/> Arena 4 - Culture, Multilingualism and Well-Being<br><input type="checkbox"/> Arena 5 - Teacher Education and Well-Being<br><input checked="" type="checkbox"/> Transversal<br><input checked="" type="checkbox"/> Well-Being Centre for Advanced Studies                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Field(s) of research / study</b>                                                                                                       | All disciplines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Related Sustainable Development Goals (SDG)</b><br> | <input type="checkbox"/> 1 – No poverty<br><input type="checkbox"/> 2 – Zero hunger<br><input type="checkbox"/> 3 – Good health & well-being<br><input checked="" type="checkbox"/> 4 – Quality education<br><input type="checkbox"/> 5 – Gender equality<br><input type="checkbox"/> 6 – Clean water & sanitation<br><input type="checkbox"/> 7 – Affordable & clean energy<br><input type="checkbox"/> 8 – Decent work & economic growth<br><input type="checkbox"/> 9 – Industry, innovation & infrastructure | <input type="checkbox"/> 10 – Reduced inequalities<br><input type="checkbox"/> 11 – Sustainable cities and communities<br><input type="checkbox"/> 12 – Responsible consumption & production<br><input type="checkbox"/> 13 – Climate action<br><input type="checkbox"/> 14 – Life below water<br><input type="checkbox"/> 15 – Life on land<br><input type="checkbox"/> 16 – Peace, justice & strong institutions<br><input type="checkbox"/> 17 – Partnerships for the goals |
| <b>Number of ECTS</b>                                                                                                                     | /                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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| Workload in hours                                | 7hrs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |                                    |                |  |
| Key words                                        | Communication                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Networking | Intercultural communication skills | Self-marketing |  |
| Catch Phrase                                     | Make an Impact! offers researchers the opportunity to enhance their overall (verbal and non-verbal) communication skills in a virtual (online) platform as well as interpersonal settings, to improve networking and self-promotion opportunities.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |                                    |                |  |
| Total number of places for EUniWell participants | 8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |            |                                    |                |  |
| Abstract                                         | <p>This online workshop targets PhD students and Post-doctoral fellows who wish to improve their self-marketing skills, advance their research and networking prospects and make the most of their intercultural and interdisciplinary communication opportunities.</p> <p>Make an Impact! offers you the opportunity to enhance your overall communication (verbal and non-verbal) in a virtual (online) platform as well as interpersonal settings, to improve your networking and self-promotion opportunities.</p> <p>Seminar contents</p> <ul style="list-style-type: none"> <li>• Self-marketing: effectively promoting oneself (verbal business cards) <ul style="list-style-type: none"> <li>• Spontaneous small talk: informal chatting with a purpose <ul style="list-style-type: none"> <li>• Developing awareness skills</li> </ul> </li> <li>• Concise and effective introductions: make an impact! <ul style="list-style-type: none"> <li>• Body language focus</li> </ul> </li> </ul> </li> </ul> <p>Please note: Our training programme is designed for the interaction of the participants. Comparable to classroom seminars, we ask you to turn on your camera during online events for an exchange at eye level.</p> |            |                                    |                |  |
| Programme / session(s)' schedule                 | 19.11.2026, 09:00-16:30h (CET)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |                                    |                |  |

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| Developed skills and competences                                         | <p>The programme supports the development and improvement of skills along the ESCO framework:</p> <ul style="list-style-type: none"> <li>• Communication (K0031)</li> <li>• Liaising and Networking (S1.2)</li> <li>• Intercultural Awareness (T4.3)</li> <li>• Body Language (K0231)</li> </ul>                                                                                   |
| Objectives and learning outcomes                                         | See above                                                                                                                                                                                                                                                                                                                                                                          |
| Assessment methods and criteria, including grading scale (if applicable) | /                                                                                                                                                                                                                                                                                                                                                                                  |
| Type of certification issued upon attendance or completion               | EUniWell Certificate                                                                                                                                                                                                                                                                                                                                                               |
| Contact                                                                  | <p>List of local EUniWell catalogue's coordinators available <a href="#">here</a>.</p> <p><i>For questions related to the content of the course, please contact the offer's Institution's local catalogue coordinator. For questions related to administration, mobility or recognition the course in your curricula, please contact home Institution's local coordinator.</i></p> |