

***LEARNER'S DIARY***  
***FEEDBACK ON THE MEETING IN PALERMO***

***ATHENA – Association for Education and Development of Women***

**The topic of the meeting: Self-marketing**

The topic was chosen very well as self-marketing is the point where all the efforts to develop an efficient marketing strategy have to start. We can have special knowledge about the market, about advertising and about financial aspects of a business; however, if we are not able to present ourselves in appropriate way and to behave in customer-oriented way, everything could be lost.

**The aim of the meeting:** To learn the principles of self-marketing

The aim of the meeting was fulfilled completely. Participants got a chance to learn the key issues related to the topic. The theoretical part: “Profile and personality – the art of self-marketing” presented by Ulrike Santos, was very interesting and attractive and it provoked a discussion among participants as well as the part by Wolfgang Latt – “Sell yourself and your products in a customer-oriented way.”

The main principle of self-marketing was presented:

“The aim of marketing is to convince others that you act for them, that you take care of their interests and their needs.”

Further, the way how to reach this aim was outlined:

If we want to be successful, we have to think of the concept, of our appearance etc. and we have to be prepared for a concrete situation (theme/aim, audience, other circumstances).

A discussion about the importance of individual features of self-presentation (as appearance, voice, content) took place, and outputs of a scientific investigation in this field were presented later on. The participants have learned that the appearance constitutes more than 50% of an overall impression.

The general wishes and needs of an audience were discussed and it was stated what have been the main features we should think over while preparing ourselves for a presentation.

It was also mentioned how important our uniqueness is.

Another point that interested me very much was the information on necessity of learning to talk about ourselves in a positive way (because we are not used to do that ordinarily in our daily lives). I have realized that talking about oneself seems to be an easy task as long as we do not try it!

The practical part of the meeting was organized in a form a workshop – all participants should have prepared a self-presentation/presentation of the organizations they represented. All presentations were really interesting and the differences among individual approaches and ways of self-presentation were obvious, so we could learn from each other and we really learned a lot! All presentations were appreciated and were rewarded by applauses; however, neither much feedback nor many proposals for improvements were provided. This is what I missed little bit because I consider feedback to be a good learning tool.

*Socrates / Grundtvig 2 project*  
*CMCE – Competences in Marketing for Trainers in continuing Education*

Dr. Heinz Oberhammer had very special presentation of his project on attracting young people to study science, by means of analysis of famous movies. The project outputs are extremely well elaborated and are very useful. I think that a lot of teachers and trainers participating in the meeting were interested in the presented way of teaching/learning which could be possibly transferred also to other fields of studies.

**Conclusion:**

- ❖ The meeting was organized very well,
- ❖ The place chosen was really nice;
- ❖ It was successful and very fruitful;
- ❖ Learning took place in a friendly atmosphere.

We will remember the nice time spent in Palermo forever!

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