

WORKSHOP 1

FROM AWARENESS TO CONVERSION OPTIMIZING YOUR SUCCESS IN AN ONLINE WORLD

Today's marketplace is online and active.
Is your online presence optimized for success?

It is now an imperative for businesses to have a digital presence – in France and globally. According to leading sales research firm CEB, 57% of the purchase decision is complete before the decision-maker talks to a vendor. Is your online and social networking presence bringing opportunities to you?

This workshop is designed to focus on optimizing your online presence, with the following learning outcomes:

- > Build your business and professional influence and social capital
- > Optimize the value of your online investment
- > Immediately apply techniques to your online strategy

THE EXPERT



Sharon Crost

As an enthusiastic business professional and educator, Sharon specializes in new strategies, tools and techniques to help businesses thrive in the online and social world. Sharon has over 10 years experience in social business generating leads and developing loyal customer communities.



March
21st GRENoble

TBD

Q3/Q4

LYON

WORKSHOP 2

MAKING MEMORABLE PRESENTATIONS: IT'S NOT WHAT YOU SAY BUT HOW YOU SAY IT!

Make your ideas, projects, and products memorable by delivering clear and powerful messages.

The "Making Memorable Presentations" workshop helps you to discover and perfect techniques linked to voice, body language, stress management, visualization, crafting key messages, use of rhetoric, breathing and use of space to conquer your public.

Objectives of workshop:

- > Integrate all the key points of a good presentation.
- > How to formulate your KSP – Key Selling Point.
- > Master the structure of a good presentation and its phraseology.
- > Understand verbal and non-verbal messages.
- > How to manage time and technical issues.
- > Use of voice, resonance, rhythm to optimize impact.
- > Mental preparation before performance.
- > Practice scenarios with feedback from the group and the trainer.

THE EXPERT



Sven Van Vliet

Sven is a communication skills trainer and consultant. He has worked in many fields over the past 10 years helping individuals and businesses communicate their messages effectively. His recent public speaking experience includes events such as the World Forum for Democracy at the Council of Europe and the EACC Cyber Security Conference.



May
3rd GRENoble

TBD

Q3/Q4

LYON

WORKSHOP 3

ENSURING AN EFFECTIVE, VALUE-ADDED WEBSITE THROUGH CUSTOMER-FOCUSED DESIGN

Helping you to design a website that enables users to find, understand, and use your offering.

You know your business goals and you know the value you'd like to deliver to your customers, but have you considered the goals and needs of your customers?

And how do you marry the two and ensure that your website's user interface is not getting in the way?

We'll help you understand how to design your website with your end-users and their objectives in mind, applying that knowledge along with important design principles to help them get what they need more effectively and efficiently.

THE EXPERT



Kate Walton

Kate has worked for more than 25 years in User Experience (UX) research and design, helping companies across many industries to communicate and interact with their customers through websites and applications more effectively.

She enjoys translating the science of UX into pragmatic tools that everyone can use.



June
12th GRENoble

TBD

Q3/Q4

LYON

More information



GRENOBLE

Novotel
7 place Robert Schuman
38000 Grenoble

LYON

TBD



9am - 12:30pm : Workshop
12:30pm - 2pm : Networking Buffet Luncheon



100% in english



100€ (excluding VAT) per workshop



20 persons max per workshop



Key contact

Erasmia Dupenloup, Director, Business Development
erasmia.dupenloup@minalogic.com - 04 38 78 37 64

About Minalogic



Minalogic is a global innovation cluster for digital technologies serving France's Auvergne-Rhône-Alpes region.

The cluster supports the region's leading innovators by facilitating networking, fostering collaborative R&D, and providing companies with personalized assistance throughout all phases of business growth.

The products and services developed by our members address all industries, from ICT and healthcare to energy and advanced manufacturing.

Founded in 2005, Minalogic today boasts more than 400 members, including 350 companies.

The cluster has certified 575 projects that have secured total government funding of €850 million of the €2.1 billion in total R&D spending these projects represent.

The 72 projects completed to date generated €1.6 billion in revenue. Overall, the projects have resulted in 86 products (either on the market or in the process of being prepared for market release).

Target markets



ICT



Healthcare



Energy



Advanced
manufacturing



Construction



Transportation



Sports & outdoor



BUSINESS BOOSTER

PROGRAM



Make sure the world understands your value proposition.

Let's spread the word!

PROGRAM HIGHLIGHTS

- Top notch worldwide practitioners
- Featuring the leading edge technical & soft skills
- Hands-on, interactive, engaging, energetic workshops
- High ROI