



Rhetoric

Eloquence and persuasiveness in practice

Seminar objective

Professionals and executives have to communicate with rhetorical competence in various discussion situations, convince and express their opinion in a memorable way. In our rhetoric seminar, you will learn how to strengthen your argumentation power and significantly improve your linguistic and body language potential based on practical situations. You will successfully master employee and customer meetings, impulse speeches, team meetings and many other occasions for discussion that may arise spontaneously and without much preparation in your everyday life.

Seminar content

Analyze and improve rhetorical skills:

- How do I perfect vocabulary, style, and phrasing?
- Personal impact
- Analysis of one's own speaking style
- How to speak convincingly: speech and speaking techniques
- Overcoming stage fright and reducing insecurities

Body language:

- What body language reveals: Understanding and responding to signals.
- How do I come across to others: Speech modulation
- How do I increase my linguistic and physical expressiveness?

Practical speaking situations:

- Structure of a free speech
- 4 rules to reduce stage fright
- Increasing your confidence in speaking
- Group discussion: 5 tips for managing the conversation
- Who asks leads: Influencing conversation through questioning techniques

Argumentation:

- The 5-sentence technique
- 6 rules for successful objection handling
- Training of presence of mind and repartee

Methodology

Exercises Role plays Discussion based on practical examples Short trainer inputs Video examples External and self-analysis Interactive and experience-oriented exchange

Target audience

The rhetoric seminar is aimed at specialists and managers from all sectors who would like to improve their rhetorical skills so that they can present more convincingly their ideas in front of an audience, such as employees and other listeners.

Course ref.

KOM1000

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00
2. Day: 09:00 - 16:00

Location & dates

Online seminar

02.09.2024 – 03.09.2024
25.11.2024 – 26.11.2024
03.03.2025 – 04.03.2025
07.07.2025 – 08.07.2025
04.09.2025 – 05.09.2025
24.11.2025 – 25.11.2025

Münster

29.08.2024 – 30.08.2024
10.10.2024 – 11.10.2024
16.12.2024 – 17.12.2024
31.03.2025 – 01.04.2025
05.06.2025 – 06.06.2025
10.07.2025 – 11.07.2025
14.07.2025 – 15.07.2025
09.10.2025 – 10.10.2025
15.12.2025 – 16.12.2025

Hamburg

26.08.2024 – 27.08.2024
21.10.2024 – 22.10.2024
12.12.2024 – 13.12.2024
27.03.2025 – 28.03.2025
12.05.2025 – 13.05.2025
14.08.2025 – 15.08.2025
20.10.2025 – 21.10.2025
11.12.2025 – 12.12.2025

Berlin

16.09.2024 – 17.09.2024
11.11.2024 – 12.11.2024
13.01.2025 – 14.01.2025
16.06.2025 – 17.06.2025
24.07.2025 – 25.07.2025
10.11.2025 – 11.11.2025

Hannover

25.11.2024 – 26.11.2024
28.07.2025 – 29.07.2025
24.11.2025 – 25.11.2025



Leipzig

03.03.2025 – 04.03.2025

Kassel

06.02.2025 – 07.02.2025

Cologone

09.09.2024 – 10.09.2024

07.11.2024 – 08.11.2024

13.03.2025 – 14.03.2025

15.05.2025 – 16.05.2025

08.09.2025 – 09.09.2025

06.11.2025 – 07.11.2025

Frankfurt am Main

09.12.2024 – 10.12.2024

13.02.2025 – 14.02.2025

08.12.2025 – 09.12.2025

Nuremberg

17.10.2024 – 18.10.2024

19.05.2025 – 20.05.2025

07.07.2025 – 08.07.2025

03.11.2025 – 04.11.2025

Stuttgart

12.09.2024 – 13.09.2024

06.02.2025 – 07.02.2025

12.05.2025 – 13.05.2025

18.09.2025 – 19.09.2025

Munich

07.10.2024 – 08.10.2024

05.12.2024 – 06.12.2024

13.02.2025 – 14.02.2025

21.07.2025 – 22.07.2025

28.08.2025 – 29.08.2025

04.12.2025 – 05.12.2025

Vienna

23.09.2024 – 24.09.2024

17.03.2025 – 18.03.2025

07.07.2025 – 08.07.2025

22.09.2025 – 23.09.2025

Zurich *

02.09.2024 – 03.09.2024

31.03.2025 – 01.04.2025

04.09.2025 – 05.09.2025

Fee

1.150,00 € (ex. VAT)



**MANAGEMENT-INSTITUT
DR. A. KITZMANN**

Seminare für Fach- und
Führungskräfte

1.368,50 € (inc. VAT)

* Fee Zurich:
1.600,00 CHF

Included in the price: Working
documents, certificate of
participation, lunch and coffee
breaks.



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1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift