



Pimp up your Coffee Break: Networkingformate für Veranstaltungen, Konferenzen, Businesssevents (Whitebooks) (German Edition)

Dorothee U. Lüttmann, Patrick Schwarzkopf

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Die Vernetzung von Menschen - neudeutsch "Networking" - wird im Business immer wichtiger. Von daher erstaunt es nicht, wenn eine wesentliche Motivation für die Teilnahme an Konferenzen und Veranstaltungen darin besteht, neue Kontakte zu knüpfen. Wie können Veranstaltungsmacher Ihre Teilnehmer bei der Kontaktaufnahme unterstützen?

Hierfür gibt es effektive und frische Ansätze, die sich in den Pausen, beim Vorabendtreffen, während des Abendessens, also den Nebenschauplätzen von Veranstaltungen, realisieren lassen und die das Buch erstmals in übersichtlicher und praxisorientierter Form vorstellt. Eventmanager und Organisatoren von Konferenzen und Businessveranstaltungen erhalten konkrete Beispiele und Anleitungen zu mehr als 30 Netzwerkformaten. Und alles ohne viel zusätzliches Budget!

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