



# 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

20.06.2024 – 21.06.2024  
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

06.06.2024 – 07.06.2024  
20.06.2024 – 21.06.2024  
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

30.05.2024 – 31.05.2024  
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

17.06.2024 – 18.06.2024  
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**

04.07.2024 – 05.07.2024  
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**

13.05.2024 – 14.05.2024  
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**

15.07.2024 – 16.07.2024  
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**

27.06.2024 – 28.06.2024  
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**

01.07.2024 – 02.07.2024  
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)  
1.368,50 € (inc. VAT)

\* Fee Zurich:  
1.600,00 CHF

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



## **FAX-ANMELDUNG +49 251 20205-99**

Internet: [www.kitzmann.biz](http://www.kitzmann.biz)  
E-Mail: [info@kitzmann.biz](mailto:info@kitzmann.biz)  
Telefax: +49 251 20205-99

Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

\_\_\_\_\_  
Name/Vorname

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
Mobilnummer

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Veranstaltung                      Seminarcode

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Ort                                      Termin

Firmendaten/Rechnungsempfänger

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Firma

\_\_\_\_\_  
Rechnung (Name)

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Straße/Nummer

\_\_\_\_\_  
PLZ/Ort

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Telefon/Fax

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Branche

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Datum

2. Teilnehmer

\_\_\_\_\_  
Name/Vorname

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E-Mail

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Mobilnummer

\_\_\_\_\_  
Veranstaltung                      Seminarcode

\_\_\_\_\_  
Ort                                      Termin

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Anzahl der Mitarbeiter in Ihrem Unternehmen

\_\_\_\_\_  
Kundennummer

\_\_\_\_\_  
Anmeldebestätigung (E-Mail)

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Unterschrift