



## Guest lecture on rhetoric and public appearance

**On 16 April 2009 International School for Social and Business Studies hosted the headmaster of the Primary School Lava, Mrs. Marijana Kolenko. In the framework of the programme Business in Modern Society she organised a workshop on rhetoric and public appearance.**



Mrs. Marijana Kolenko is an experienced lecturer, workshops leader, presenter and advisor. Years of experience in culture, education, presenting and numerous public appearances have enabled her to successfully carry out training and seminars for various target groups.

During the workshop Mrs. Kolenko introduced ISSBS students to the skills of

effective communication, non-verbal communication, visual appearance and different speech techniques. She stressed the importance of preparation for an interview or a public appearance

Mrs. Kolenko gave students the following valuable advice: “In order to be persuasive and respected one has to convey their thoughts in a clear and relaxed manner, be able to handle different, even conflict, situations and confidently advocate their arguments. In addition to that, one has to be a good listener and always consider arguments of the others.”

We hope that gained knowledge will prove useful for our students, firstly in the framework of their studies (e.g. presentations of various papers) and more importantly in their future careers.