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YOU CAN'T AVOID COMMUNICATING

PRESS RELEASE

FACOLTY OF ECONOMY AND JURISPRUDENCE - PIACENZA 18 February 2016

*In Cattolica, since February 19, a series of meetings on Communication Techniques**"However an effort is made, one cannot but communicate".*

Starting from Friday, February 19, the Faculty of Economics and Law will propose a series of seminars on the subject of Communication Techniques.

In addition to the widespread use of communication tools such as smartphones, tablets and social networks, our students are aware and convinced that it is very important to learn how to communicate well on an interpersonal level," says course teacher **Roberta Virtuani**.

The course offers students the opportunity to practice through classroom presentations and group work to be comfortable, relaxed, spontaneous and safer as they communicate in public and in groups. These skills are useful and necessary to better face the path of study and to respond, after graduation, to the demands of the labor market. Interpersonal communication and relationship skills are included among the main soft skills or transversal competences required of a young graduate. According to recent surveys, soft skills are social and emotional skills that make a real difference even compared to excellent technical and specialist skills.

In collaboration with the Internship & Placement service, experts and professionals from the world of communication, such as Luigi Drei, lecturer and corporate trainer who wrote the communication manual "I'm not dangerous", Stefania Mazza, trainer at the Faculty of Education and Training Sciences at Cattolica, Domenico Sannino, actor and trainer from Piacenza and Ilaria Tirelli, consultant and trainer at Roller - Culture of Business, were invited to take part in the course.

Students are offered the opportunity to simulate real "assessment" with a group discussion of business cases led not only by Luigi Drei but also by consultants from major employment agencies such as Ilaria De Favero of Adecco, Lorenzo Buscarino of Manpower, Rossella Sposato of Randstad and Matteo Medici of Umama. Barbara Cifalino, speaker of RadioSound95, will also take part in the course, bringing the experience of radio "talks". A new, challenging and enjoyable experience for students who have tried their hand at it with enthusiasm.

In interpersonal communication much of the communication effort depends on the voice. The voice with gestures, facial expressions and visual contact, gives more strength to words, to the verbal message. This is what he will explain in his speech with a video message from Boston, in the United States, where he lives and works, the **Vocal Coach Mylena, Milena Origi**. Through his method called InBornVoice, the Innate Voice, he transmitted to the students the magic of a beautiful voice, rich in nuances and qualities that they too can develop.

Knowledge of languages, in particular English, is another skill that businesses consider essential. Students already have the opportunity to practice public and group presentations in English.

A course on interpersonal communication is therefore a very important opportunity that Catholic University students are taking to acquire and strengthen the skills most in demand in the labor market.