

MSCOM EXCELLENCE IN-
COMMUNICATIONS LECTURE

«Persuasion:
the science and art of
effective communication»

Gary Orren,
Professor of Public Policy and
Management, John F. Kennedy
School of Government,
Harvard University

September 8, 2011 as of 18:00

Siemens
Gubelstrasse 22
CH-6301 Zug

INVITATION

Gary Orren
Professor of Public
Policy and
Management, John
F. Kennedy School
of Government,
Harvard
University



AGENDA

- 16:00 – 17:30 hrs Optional guided tour of the Siemens laboratories and facilities (pre-registration required).
- 18:00 – 18:15 hrs Welcome by USI Università della Svizzera italiana and Corina Atzli, President, .HarbourClub.
- 18:15 – 19:30 hrs **“Persuasion: the science and art of effective communication”**
Professor Gary Orren, John F. Kennedy School of Government, Harvard University
Followed by Q&A
- 19:30 – 22:00 hrs Apéro riche



«PERSUASION: THE SCIENCE AND ART OF EFFECIVE COMMUNICATION»

The ability to successfully persuade others is the key to effective communication in the business world. Persuasion lies at the heart of what you do each day on the job—whether your goal is to convince one person in a face-to-face encounter, influence a small group in a meeting, sway an entire organization, or win over the public. Persuasion is as important in dealing with superiors, peers, or subordinates within your organization, as it is in working with external constituencies.

Drawing on his own and others’ research, as well as his extensive consulting experience, Professor Orren has identified a set of proven principles of persuasion, turning an unconsidered art into an exacting science. In this lecture, he will highlight the key principles of persuasion, as well as a powerful conceptual framework for organizing your persuasion efforts and observing the persuasion efforts of others.

His goal in the lecture is not to talk about persuasion but to equip you with practical tools you can use immediately to build support and gain influence. The good news is that the ability to persuade is not simply an innate, natural-born skill reserved for the charismatic few. If you conscientiously use the tools presented in this lecture, you will become a more persuasive communicator.



KEYNOTE SPEAKER

Professor Gary Orren, Harvard University

Gary Orren is Professor of Public Policy and Management at Harvard University where he has taught for over 40 years. He also teaches at the Said Business School at Oxford University. A leading expert on public opinion, politics, and persuasion, he has authored five books and scores of articles. He graduated summa cum laude with high honors in Government from Oberlin College and received his Ph.D. in Political Science from Harvard.

Orren has served as a consultant on strategic communications to corporations, non-profits, government agencies, and political candidates throughout the world. He also has conducted and analyzed opinion polls for The Washington Post, The Boston Globe, and The New York Times where he played a leading role in the creation of the first national news media poll, The New York Times/CBS News Poll.

A popular public speaker, his current lectures and research are devoted to the subject of persuasion. An intensive seminar on “The Science and Art of Persuasion” which he delivers to business executives and other leaders has won high praise from audiences around the world.

You can watch Gary Orren discussing his Harvard course on persuasion at www.youtube.com. Type “Gary Orren on Persuasion.”



Co-organizers

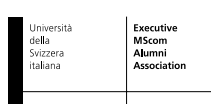


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Location partner

SIEMENS

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Media partners



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Publishing partner



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ORGANIZATIONAL DETAILS

Date
Thursday, September 8, 2011, doors opening as of 17:30 hrs. The optional guided of the Siemens facilities starts at 16:00 hrs. The lecture will be followed by an apéro riche.

Location
Siemens
Gubelstrasse 22
CH-6301 Zug

Costs
CHF 150 incl. documentation and standing apéro riche

Registration
The registration deadline is September 2, 2011. The number of participants is strictly limited to 100 persons. Registrations are processed in order of receipt. To register, please go to www.mscom.usi.ch.

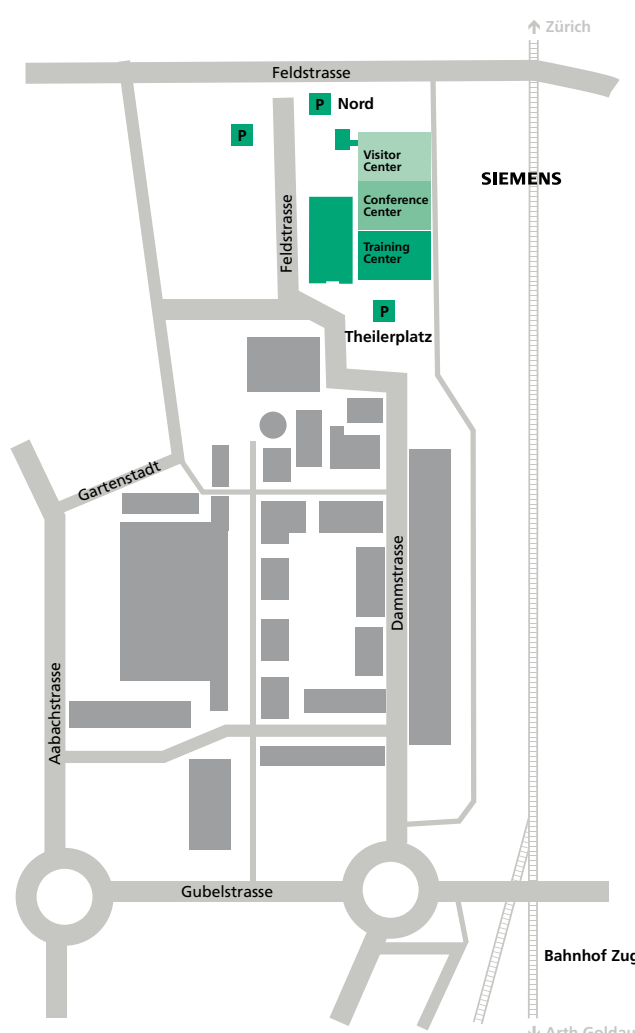
Cancellation policy
A 50 percent refund of your paid registration will be granted for cancellations received on or before September 2, 2011. No refunds will be granted for cancellations as of that date or no-shows.

Inquiries
Executive MScom Program
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HOW TO FIND THE EVENT LOCATION

Address
Siemens
Gubelstrasse 22
CH-6301 Zug

Thursday, September 8,
door opening as of 17:30 hrs.



MSCOM EXCELLENCE-IN-COMMUNICATIONS LECTURE SERIES

The MScom lecture series brings international experts to Switzerland to speak on communication topics linked to best-in-class management practices. In addition to raising awareness of communications as a core competency in today's business environment, the presentations and discussions are designed to forge closer links between academic research and corporate practice. The lecture series, which takes place twice per year and is hosted by major multinational companies in Switzerland, also offers a valuable networking opportunity for professionals.

The Executive Master of Science in Communications Management (MScom) is a part-time, postgraduate program specifically designed for experienced corporate communication professionals. It links the latest academic research with best practices from the world of business. The program's seven-day sessions take place every other month. This compact format can be easily combined with the demands of a career. MScom's professors are recognized experts in the fields of communication and management at leading universities around the world. The international orientation of the program is further enhanced by a 12-day session at the UCLA Anderson School of Management in Los Angeles as well as the multi-national background of participants.

The .HarbourClub. is a Swiss association of Chief Communications Officers. Its mission is to foster the professionalization of Corporate Communications through know-how exchange among leading professionals, to engage in the discussion of current and future challenges and to offer its members an exclusive networking platform.



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