



European Academy  
of Innovation

+40 721 305 948

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[www.erasmus-training.eu](http://www.erasmus-training.eu)

## Academic Communication

### Training plan

#### Day 1 – Communication basics – Starting from the individual

09:00 – 10:30	<ul style="list-style-type: none"><li>- Presentation of the project, venue, trainers, programme</li><li>- Getting to know each other</li><li>- Presentation of the participants and their universities</li><li>- Setting the rules</li></ul>
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"><li>- What is communication and how do we use it?</li><li>- Communication in the Academic culture</li></ul>
12:15-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"><li>- Everyone is special – personality types</li><li>- How to understand each other better</li><li>- Reflection of the day</li></ul>

\* International Picnic

#### Day 2 – Communication in the team - Group Dynamics and Team work

09:00 – 10:30	<ul style="list-style-type: none"><li>- Leadership styles</li><li>- Barriers in communication</li><li>- Teamwork – pros and cons</li><li>- Feedback</li></ul>
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"><li>- Belbin Team roles</li><li>- How to use every member of the team</li><li>- Effective communication – a path towards a growing employee engagement</li></ul>
12:15-13:00	Lunch
13:00-15:00	<ul style="list-style-type: none"><li>- Importance of nonverbal communication</li><li>- Body posture, gestures, mimic and voice</li><li>- How to recognise a liar</li><li>- Practicing feedback</li><li>- Reflection of the day</li></ul>

\* Afternoon Walking City Tour



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### Day 3 – Conflict management and communication with the students

09:00 – 10:30	<ul style="list-style-type: none"><li>- Conflict management theory</li><li>- Negotiation and conflict management techniques</li><li>- Assertive communication</li></ul>
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"><li>- Principles of Non-violent communication</li><li>- The culture of collaboration between university administration and the educational body</li><li>- Art of adaptation</li></ul>
12:15-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"><li>- Communication with the students</li><li>- Age gaps</li><li>- Improving the relationships</li><li>- Tips and tricks</li></ul>

\* Traditional Czech Dinner

### Day 4 – Indirect communication - Online & Phone

09:00 – 10:30	<ul style="list-style-type: none"><li>- What is different online?</li><li>- Mail – how to structure it properly? Hints</li><li>- Telephone communication</li><li>- Adapting to mail and phone</li></ul>
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"><li>- The power of social networks</li><li>- Facebook, Whatsapp, Viber, Twitter, Instagram</li><li>- The future trends in professional communication</li></ul>
12:15-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"><li>- Influencers and their power</li><li>- Mailing campaigns, facebook ads</li><li>- Practicing feedback</li><li>- Reflection of the day</li></ul>



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## Day 5 – Staying grounded

09:00 – 10:30	<ul style="list-style-type: none"><li>- How to stay focused, here and now</li><li>- Stress management</li><li>- Mindfulness techniques</li></ul>
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"><li>- Public Relations - external communication</li><li>- Other tips and tricks for communication</li></ul>
12:15-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"><li>- Wrap up and final revision of the project</li><li>- Final feedback</li><li>- Reflection of the day</li><li>- Graduation</li></ul>

### Don't miss in Brno:

- ✓ [Špilberk castle and the Brno city museum](#)
- ✓ [Villa Tugendhat](#)
- ✓ [Capuchin crypt & mummies](#)
- ✓ [Jurkovič house](#)
- ✓ [Ossuary at St. Jame's church](#)
- ✓ [Dietrichstein Palace and the Moravian Museum](#)
- ✓ [Mendel museum & Augustinian abbey](#)
- ✓ [Veverí castle and Brno dam](#)
- ✓ [Digitarium & Planetarium Brno](#)
- ✓ [The Labyrinth & Mint Master's Cellar](#)
- ✓ [Open garden](#)



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## The Trainers



### **Filip Kňážek trainer, facilitator, pharmacist, volunteer, coach**

Filip is 5 years in non-formal education environment. He has extensive experience with short-term soft skills trainings aimed on topics such as time management, conflict management, presentations skills, leadership, communication, personality types, body language & movement, coaching and intercultural differences. He has written and organised trainings, workshops, projects and also conferences in professional and self-developmental environment. He studied Pharmacy at the University of Veterinary and Pharmaceutical Sciences Brno where he also works at the time and establishes cooperation of the University with third parties. Currently he is mainly focusing on self-developmental topics in the youth and academic field. He is also organising his own local workshops for public on the topics of self-love, trust and life behavioral patterns. In his work he is using different coaching approaches, working through embodiment, reflections and daring activities. He is actively volunteering in Czech NGO Brno Connected, which is part of Synergy group.



### **Adéla Firlová pharmacist by training, creative dreamer by soul**

In December 2014, she became the soft-skills trainer and ever since then, she has delivered many trainings all across the Europe. Her favourite topics are creativity, improvisation, coaching and cultural differences. After graduating as pharmacist, she worked in a pharmacy for two years to find out she needs something more creative. Since 2017, she has been a practical lab lecturer for two subjects at Faculty of Pharmacy Brno - Analytical Chemistry and Drug Analysis, therefore, she has the experience also with formal education of adults. Adela has also worked as Vice President of Education for European Pharmaceutical Students' Association - preparing educational programme for European Congresses as well as online webinars with both educational and soft-skills content, so you can tell that edu topics are very close to her.