



The
University
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CITY College
An International
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Business Seminar Series.



At CITY College Auditorium

3, L.Sofou Str. 5th floor, Thessaloniki

Wednesday, 25 November, 20:00 – 22:00

Brain-Friendly Communications

How to talk directly to brains and influence people's behavior

**Dr Nikolaos Dimitriadis, Director of Development, Executive Development Institute
CITY College, International Faculty of the University of Sheffield**

There seems to be a basic flaw on how people communicate both in their personal and professional lives. If this was not the case every message would be very clear to anyone and confusion, misunderstandings and unnecessary conflicts would be rare.

To solve this problem Dr. Dimitriadis is using new neurological and behavioral models, experimental data and everyday stories to demonstrate comprehensively that people should urgently learn new ways to communicate.

The two options we all face are simple: to continue sending the wrong messages to the wrong parts of the brain of our audience creating confusion OR to focus on the right message to the right part of the brain and get real results.

Learn the basics of brain friendly communications and achieve more



FREE ENTRANCE

Information

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