



INTERNATIONAL LANGUAGE CENTRE

IMPROVE YOUR ENGLISH –a.y. 2026-2027

10-lesson syllabus for **conference preparation**, the goal is organizing, presenting, networking and attending strategically.

LESSONS

Lesson 1

Understanding the Conference Landscape

- Purpose and types of conferences (videos and audios by media experts)
- Identifying the different roles involved (organizers, attendees, speakers)
- Identifying your goals (learning, networking, presenting, recruiting)
- Mapping themes, key sessions and speakers

Lesson 2

Crafting Your Personal Conference Strategy

- Setting measurable objectives
- Prioritizing sessions and events
- Building a personalized schedule
- As the organizers, setting up a team to manage the above and advertising



Lesson 3

Researching and inviting

- Understanding attendee demographics and setting signing up procedures
- Identifying, researching and inviting speakers, companies, and strategic attendees
- Email invitations and management of replies
- Preparing conversation openers and value statements

Lesson 4

Presentation Preparation

- Structuring a compelling talk
- Designing effective slides
- Rehearsal techniques and timing

Lesson 5

Mastering Public Speaking Fundamentals

- Voice, pacing, and clarity
- Managing nerves
- Engaging the audience with storytelling and presence



Lesson 6

Networking Skills and Professional Presence

- Crafting an elevator pitch
- Approaching people confidently
- Building rapport and maintaining conversations

Lesson 7

Digital Presence and Conference Tools

- Optimizing professional profiles
- Using conference apps effectively
- Preparing digital business cards and follow up templates

Lesson 8

Logistics and on-Site Readiness

- Travel, accommodation essentials
- Tech prep (adapters, backups, presentation files)
- Time management during the event



Lesson 9

Conference Etiquette and Cultural Awareness

- Professional behaviour in formal and informal settings
- Cross cultural communication basics
- Handling difficult interactions gracefully

Lesson 10

Post Conference Follow Up and Impact

- Organizing notes and insights
- Following up with contacts
- Turning conference learnings into actionable plans

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