



INTERNATIONAL WORKSHOP ON HOW TO PRESENT A GOOD PAPER IN ENGLISH

20TH NOVEMBER 2017, SOUSSE - TUNISIA

Who should attend?

Lecturers, Researchers, Students, Scientists and Industry professionals, who wish to learn how to write a good paper in English: what to do and what to avoid.

Delegates are encouraged to bring one of their papers to debate and review during the workshop.

Course Methodology

The course will be conducted by balancing theoretical concepts with examples and practical demonstration. The course language is entirely in English.

Biography of the convener



Sam Guédouard (Australia) is a seasoned international marketing expert who has held different senior marketing roles with multinational companies such as Philips (Netherlands), and has provided ongoing strategic marketing advice to few other MNEs like Michelin (France), Olivetti (Italy), Parmalat (Italy), and Doosan (South Korea). Sam was also employed by the French Government to deal with FDI's (foreign direct investments) attraction and management to the most depressed French areas. He was also recruited by the EU Commission as Project Director in Romania to lead a team of over 50 experts in the reconversion and/or privatisation of 12 large Romanian companies. More significantly, Sam has started up a network of international marketing consultancies that expanded from Italy to another 14 countries in less than 10 years. Sam has additionally gained substantial experience in Marketing Communication (Marcom) and has held the role of Communication & Events Manager for a number of programs and projects funded by different Australian and/or NSW Government Departments. He is also the co-founder of the Sydney Multicultural Festival and the director of its first 3 editions. On a different register, Sam has drafted, edited, delivered and trained others to deliver courses in International Marketing and in Marketing Communication to undergraduate students at the University of New South Wales (UNSW; one of the top 3 universities in Australia) and to postgraduate students at the Australian Catholic University (ACU) as well as designed and delivered Efficient Communication Skills workshops and Cross Cultural Communication seminars to professionals and executives. Sam has a bachelor and two master degrees in International Relations, and in Business & Social Administration from Montpellier University (France), and a post-master degree in International Trade from the Institute of Enterprise Management (Lille, France) and has conducted postgraduate academic research in International Entrepreneurship at Macquarie University (Sydney, Australia). He presented his research methods and initial outcomes in various academic conferences that included the McGill 17th International Entrepreneurship Conference in Santiago (Chile) in September 2014. His research about the Process of Identifying International Business Opportunities, differently in Established and in Emerging Markets was published in June 2014 in the International Academy of Business & Economics (IABE) indexed journal. Sam has been employed since 2007 in International Trade & Investment roles by the Australian Government, and is currently in charge of the Australian meat industry where he achieved outstanding strategic marketing and export outcomes for major meat processors in Australia.

Program

09:00-11:00-	Tutorial: The Do's and Don'ts in Technical Writing
11:00-11:30-	Coffee Break
11:30-12:50 -	Discuss selected sample papers from the participants
12:50-14:00 -	Lunch
14:00-16:30 -	Tutorial : Become a better speaker
16:30-	Closure & Certificates distribution

Registration

	Local Participants	Africains	Others
Registration fees	190 TND	120 €	190 €

It covers: Admission to all sessions, Coffee Break, Lunch and a Certificate of Attendance.

WebSite: <http://ipco-co.com/TWP.html>

Contact: workshops.inscription@gmail.com