

**Program for Management Development  
Module 4**

Bellotto Hotel, Senatorska 13/15; Warsaw

February, 12th	February, 13th
	<p>8.30 - 10.00 <b>Reputation, communication and governance - formal &amp; informal networks</b> <i>prof. Yago de la Cierva</i></p> <p>10.00 - 10.30 <b>Coffee break</b></p> <p>10.30 - 12.00 <b>Three different communication strategies</b> <i>prof. Yago de la Cierva</i></p>
<p>13.30 - 14.00 <b>Coffee break</b></p>	<p>12.00 - 12.45 <b>Lunch</b></p>
<p>14.00 - 15.30 <b>Persuasion: the rules of effective personal communication</b> <i>prof. Yago de la Cierva</i></p>	<p>12.45 - 13.15 <b>Teamwork - case: The curve at Angrois</b></p>
<p>15.30 - 16.00 <b>Teamwork - case: Ferrovia</b></p>	<p>13.15 - 14.45 <b>Communication in accidents and emergencies</b> <i>prof. Yago de la Cierva</i></p>
<p>16.00 - 16.15 <b>Coffee break</b></p>	<p>14.45 - 15.00 <b>Wrap-up</b> <i>prof. Radosław Koszewski</i></p>
<p>16.15 - 17.45 <b>Corporate Communication: Ferrovia case study</b> <i>prof. Yago de la Cierva</i></p>	