

## Media Alert – 11 January 2010

### **Dean of Business School Lausanne, Dr. Katrin Muff, to Present at the Communication on Top Forum in Davos**

**Who:** Dr. Katrin Muff, Dean of Business School Lausanne

**What:** How to communicate the right thing, the right way, at the right time.... Dr. Katrin Muff will present on the importance of communications in business at the 2010 Communication on Top Forum. Her presentation will provide practical communication techniques from BSL's MBA program. This unique presentation featuring real MBA level content will outline the 4 styles of effective communication and explain how effective communicators must adapt their styles in order to successfully get a message across.

**When:** Monday, February 8, 2010 at 10:40 (Forum starts at 10:00)

**Where:** The Communication on Top Forum, Davos Congress  
(Promenade 67, 7270 Davos Platz, Switzerland)

**Why:** The forum seeks to create an integrated global system for distributing best practices in the management of social and corporate communications and media. Business School Lausanne supports this initiative in its commitment to promoting better business practices for tomorrow's leaders.

**Program Link:** <http://www.forumdavos.com/program>

**Who can attend:** Registration is open to interested professionals via the above link.

#### **About Communications on Top**

The goal of the Communications on Top Forum is to provide a platform for discussion on the role of communications in business and politics, to provoke in-depth analysis of the form and content of interaction between business professionals, government, media and society.

**About BSL:** Business School Lausanne is a leading innovator in higher business education for entrepreneurs. The school's ACBSP accredited degree programs include BBA, Master's, MBA, Executive MBA and DBA. BSL also provides MBA level Management Training Seminars for qualified working professionals. BSL takes a pragmatic approach to learning by applying theory to practice, and is backed by an international faculty of seasoned business practitioners. BSL attracts students from around the world, creating a multicultural environment of more than 30 nationalities. BSL was founded in 1987 and is a member of the Lemania Group of Swiss Private Schools.

#### **For further information, contact:**

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