

# Charisma, Influence and Persuasion: Mastering the Art of First Impressions

*Wednesday, 10 December 2008*



*with*

**Olivia Fox Cabane**  
Chief Charisma Coach, Spitfire  
Communications

## Charisma can't be taught... or can it?

The once-elusive "magic of charisma" has now been studied, analyzed, and broken down into a science - the science of first impressions, the art of conversation, the power of body language.

You only get one chance to make a great first impression. Within a few seconds, people judge your socio-economic background, your level of education, and even your level of success. Within minutes, they've also assessed your trustworthiness, competence, and level of intelligence. Although these evaluations happen in an instant, they can last for years - first impressions are often indelible. *How can you turn this to your advantage?*

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**Get the insider secrets from Olivia Fox Cabane.**

<http://www.askolivia.com>

Known as "The Charisma Coach," Olivia's passion for communication has brought her to lecture at Harvard, Yale, MIT and the United Nations; and to appear in media such as The New York Times, BusinessWeek, Bloomberg or Entrepreneur Magazine.

An Advisory Board Member of Columbia University's AIESEC Council, Olivia is the youngest person ever to have been appointed Foreign Trade Advisor to the French Government. She has lived and worked in 7 countries and is fluent in 4 1/2 languages (her Mandarin stinks).

## Wednesday, 10 December 2008, 6:15pm-7:30pm

**Keynes House, Rm 107, Trumpington Street**

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