



IN VINO RETÓRICA

Terra Ión, Mallorca
22-23 SEP 2024

"We're thrilled to announce a special two-day training in Spanish and English on rhetoric and charisma, tailored exclusively for Spain's leading sommeliers. And trust us, it's going to be exceptional..."

Having collaborated closely with "Flo" for over a decade, I can attest to his status as one of Europe's top experts and trainers in rhetoric and charisma. In just two days, prepare to shift your focus from merely "saying something about wine" to truly engaging your audience with both persuasive content and charismatic delivery.

And let's not forget the venue – it's truly spectacular. Thanks to an exclusive partnership of Flo's, we've secured access to an idyllic wine-making oasis in Mallorca." – Ferran Centelles

YOUR PROGRAM: GROWTH, GROWTH, GROWTH

SAT – ARRIVAL 7:02 PM

MON 9:02 AM

SUN 9:01 AM

SPEECH 2-4 + FEEDBACK

SPEECH 1 + FEEDBACK

BEST PRACTICES SLIDES

SPEECH STRUCTURE

GRAND FINALE

DNA OF RHETORIC

DEPARTURE 6:29 PM

YOUR VENUE: TERRA IÓN, MALLORCA



TERRA
IÓN

FOR MORE INFO: +34 635 198 645



YOUR TRAINER Florian "Flo" Mueck (1973) from Germany, based in Barcelona, worked as a business consultant for almost a decade for KPMG, the global advisory firm. Since 2009 he has dedicated himself to helping companies and individuals improve their performance by teaching them the power of persuasive communication. His specialty is moving people to action in an energetic, unconventional, and memorable way. A collaborator of IESE Business School Barcelona and author of five books, Florian offers transformational communication seminars, keynote speeches and speech coaching, in English, German and Spanish mainly to entrepreneurs and international brands like Banco Santander, Freixenet, Mast-Jägermeister, Microsoft, Roche, SAP or Viessmann.



YOUR WINE EXPERT Ferran Centelles (born 1981) hails from Barcelona and served as the Head Sommelier at El Bulli under Ferrán Adrià until 2011. He is a highly renowned figure in the wine sector, boasting extensive experience as a sommelier, wine writer, journalist, educator, judge, and author of articles and books. Ferran is a valued collaborator at elBulliFoundation, a writer at jancisrobinson.com, and a wine educator at OutlookWine.

1,590€*

* Including training, accommodation, and full board. Invoiced from Spain. VAT (21%) applies to Spanish residents only.