

Einladung zum Workshop

Inclusive communication: *Cultures don't meet, People do*

Freitag, 12.06.2026, 11 – 15 Uhr
Raum 118, Ulmenstr. 69, Haus 1

Dr. Edwin Hoffman

During this interactive workshop on inclusive communication, Edwin will share his innovative and practice-oriented approach to intercultural communication. Together with participants, he will explore how students and professionals working in multicultural and international environments can be supported more effectively in their daily communication and collaboration.

A central part of the workshop will be the introduction of the TOPOI model, developed by Edwin as a practical framework for recognising, understanding, and addressing communication challenges in intercultural contexts. Through engaging discussion and hands-on exercises, participants will discover how the model can be applied in real-life situations.

The workshop concludes with two practical case studies, giving participants the opportunity to work directly with the TOPOI model and gain valuable tools for more inclusive and effective communication.



Dr. Edwin Hoffman (born in Indonesia, Dutch nationality, living in Austria) is a trainer, lecturer and author of Inclusive communication. He is also lecturer at the Alpen Adria University in Klagenfurt, Austria. Edwin is the creator of the slogan "*Cultures don't meet, people do*" and he developed the TOPOI-model: an analytical tool to detect possible misunderstandings during or after an intercultural conversation. His publications include (together with Arjan Verdooren) *Diversity Competence. Cultures don't meet, people do* (2018) and *Interkulturelle Gesprächsführung. Theorie und Praxis des TOPOI-Modells* (2020).

ALL WELCOME!