



Vox Institute

Training and Research Institute
Specialised in Speech communication and Emotion psychology



The Power of Voice and Nonverbal Behaviour in Speech Communication

December 8th -9th 2022

When we speak, other people “read” our voices in addition to listening to our words. Things they pay attention to include your pace, your tone and inflection, and your fluency. Our voices also convey emotional meanings: joy, sarcasm, anger, affection, or confidence.

Nonverbal messages (facial expressions, gestures, posture) have a huge impact on the quality of your personal and professional relationships. The way you communicate affects how others see you, how well they like and respect you, and whether or not they trust you. It is not just what you say; it is how you say it.

Objectives:

1. To assess personal strengths and weaknesses (areas of improvement) via scientific measurement of communication skills (acoustic and visual analyses). To choose the speaking style that enhances credibility and persuasiveness.
2. To acquire vocal skills appropriate for presenting facts and figures (meetings, video/audio conf.), negotiations, public speaking, and Face-to-Face communication.
3. To assure congruence between 3 communication channels: verbal, vocal and non-verbal.
4. To structure the content of presentations in a way that raises interest and maintains attention.

Programme:

- Three main vocal skills: chunking, emphasis, intonation.
- Vocal style in public speaking and in face-to-face interaction.
- Verbal aspects: vocabulary (semantic networks);
- Choice of argumentation strategy (blends of rational and emotional strategies).
- Charismatic leadership (congruence between verbal content and nonverbal behaviour).
- *The Pyramid principle*: structure of talks
- Nonverbal behaviour (facial expressions, gestures, gaze, posture) and their strategic usage in speech communication.
- Most efficient rhetorical figures in speaking and writing.

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Direction: Dr. Branka Zei Pollermann

Société Suisse de Psychologie; Association for the Advancement of Affective Computing;
Society for the Study of Artificial Intelligence and the Simulation of Behaviour;
International Speech Communication Association; International Society for Research on Emotion

Pre-work: The attendees' voices are acoustically analysed and their *Vocal profiles* are presented on the first day of the course.

Duration: 2 days (14 hours)

Schedule: 8:30 -16:30

Maximum number of attendees: 8

Price: CHF 1300.- per person
(drinks and 2 lunches included)

Venue:

Vox Institute, 17 rue des Maraîchers
1205 Geneva



To reserve a place please click [HERE](#)

Trainer: [Branka Zei Pollermann PhD](#) - founder and director of Vox Institute teaches speech communication and social/emotional intelligence locally and internationally. She is author of [numerous publications](#). Her academic credentials include: PhD in psychology (University of Geneva), three MAs (general linguistics, psychology, English and Italian languages and literature) and postgraduate studies in speech pathology, phonetics, philosophy and sociology. She held part-time teaching and research positions at: Geneva University – Faculty of psychology (9 yrs.), Geneva University Hospitals (17 yrs.), CERN (7 yrs.), and Zagreb University - Phonetics Institute (7 yrs.).



[Vox Institute](#) was founded in Geneva in 1988. It is a training and research institute specialized in speech communication and emotion psychology. Its mission is to provide scientifically based courses and scientific assessments of:

- (a) speech communication and
- (b) emotional climate in organisations.

Vox Institute uses leading-edge technology for its assessments and training.

Registration and Cancellation Policy

Workshop title:

The Power of Voice and Nonverbal Behaviour in Speech Communication

Venue: *17 rue des Maraîchers 1205 Geneva*

Date : *December 8th -9th 2022*

Price: *CHF 1300.-*

To be paid by e-banking to:

Bank Name :	Union de Banques Suisses (UBS)
Bank Address:	UBS SA, case postale, CH-1204 Genève
Account Number:	240-227036.00V
Account Holder's Name:	Vox Institute
IBAN:	CH96 0024 0240 2270 3600 V
BIC Code:	UBSWCHZH80A

Requests to cancel the workshop must be sent by email to info@vox-institute.ch.

All cancellation requests must be received prior to the start date of the workshop.

- Cancellations received less than 4 weeks before the workshop are charged 25% of the original workshop fee.*
- Cancellations received less than two weeks before the workshop are charged 50% of the original workshop fee.*
- Cancellation requests received less than 48 hours before the workshop will not be honoured, and no money will be refunded.*

Should the workshop be cancelled by Vox Institute, the candidates will be notified immediately and will receive a complete refund of all fees within 1 week after the cancellation.