



# Vox Institute

Training and Research Institute  
Specialised in Speech communication and Emotion psychology

## The Power of Voice Making an Impact through Speech Communication

April 1<sup>st</sup> - 2<sup>nd</sup> 2025  
September 23<sup>rd</sup> - 24<sup>th</sup> 2025

**Trainer:** Branka Zei Pollermann PhD, VOX Institute, Genève

### Objectives:

1. Assess personal strengths and areas of improvement via scientific measurement of communication skills (acoustic and visual analyses)
2. Acquire vocal skills appropriate for speaking at meetings / moderating events / presenting facts and figures
3. Assure congruence between 3 communication channels: verbal, vocal and non-verbal (face, gesture, posture, gaze)
4. Structure the content of presentations in a way that raises interest and maintains attention

### Programme

- Three main vocal skills that influence the quality of communication: chunking, emphasis, intonation.
- Vocal styles in: public speaking, Face-to-Face communication and at meetings.
- Nonverbal behaviour (facial expressions, gestures, posture, gaze) and its role in: supporting the verbal content of the message and enhancing the speaker's credibility and persuasiveness.
- Verbal aspects: vocabulary (positive and negative lexical networks);
- The Pyramid principle: creating the structure that assures logical coherences of and maintains the audience's attention.

#### Optional:

- Most efficient rhetorical figures.
- Argumentation strategies (blends of rational and emotional arguments)
- Assessment of charisma in speech communication

**Method:** interactives training with numerous audio recordings, real-time signal analysis and display of each person's vocal features; video recordings + visual analysis of nonverbal behaviour. Preliminary reading: [Eloquence](#)

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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:** prior to the course, each participant is asked to send to [voice@vox-institute.ch](mailto:voice@vox-institute.ch)

- A recording of his/her voice in order to have it acoustically analysed. The results are presented on the first day of the course.
  - Describe the motivation for enrolment in this course (e.g. difficulties, negative feedback from others, curiosity, general interest in speech communication etc.) and
  - Outline personal needs and expectations.
- This exercise is confidential. The answers are known only to the trainer and are not be kept beyond the duration of the course.

**Post Work:** 1-2 months after the workshop the attendees are invited to a 1-hour group Zoom meeting. The purpose of the session is to

- Discuss the results of the 2<sup>nd</sup> voice analysis (audio signals extracted from the video recordings done on the 2<sup>nd</sup> day of the course)
- Review overall progress
- Identify any further steps for change and maintenance of acquired skills.

**Target Audience:** Persons who need to improve their speech communication skills by applying modern training methods based on acoustic analysis of their voices and visual analysis of their nonverbal behaviour.

**Price:** CHF 1150.- (soft drinks and 2 lunches included)

**Reserve** your place [HERE](#)

**Duration:** 2 days (15 hours in total)

**Schedule.** 8 :30 to 17 :00

**Place:** [Vox-Institute - Rue des Maraîchers, 17, 1205 Genève,](#)

### Trainer

[Branka Zei Pollermann](#) is a linguist and a psychologist. Her academic credentials include:



- PhD in psycholinguistics (Geneva University),
- three MAs (general linguistics, cognitive psychology, languages and literature)
- postgraduate studies in speech pathology, phonetics, philosophy and sociology.

She held part-time teaching and research positions at: [Geneva University](#) (FPSE, 9 yrs.), [Geneva University Hospitals](#) (Dpt. of psychosomatics, 17 yrs.), [CERN](#) (7 yrs.), and [Zagreb University](#)

(Phonetics, 7 yrs.) She authored several [publications](#) (reaching 1,110 citations according to [Academia](#)).

In 1988, in parallel to her scientific positions, she founded [Vox Institute](#) - a training and research institute specialized in speech communication and emotion psychology. In this capacity, Branka provided consultancy for [WEF](#), [EPFL](#), banks and pharma industries. She acts as trainer for United Nations [OCHA](#), [CERN](#), [IMD](#), [UAE](#), [ICRC](#) and numerous Swiss state training centres (Geneva, Lausanne, Fribourg, Berne, Neuchatel). Her research results are presented at international scientific meetings.