Vox Institute

Training and Research Institute
Specialised in Speech communication and Emotion psychology



The Power of Voice and Nonverbal Behaviour in Speech Communication

June 11th-12th 2027
September 17th -18th 2027

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.

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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

Programme:

- Three main vocal skills: chunking, emphasis, intonation.
- Emotional impact on the listeners in public speaking and in face-2-face communication.
- Verbal aspects: semantic networks and congruence between lexical and vocal features;
- Choice of argumentation strategy (blends of rational and emotional arguments).
- Charisma: scientific assessment of congruence between verbal content and vocal features.
- The *Pyramid principle*: structure of talks
- Strategic usage of nonverbal behaviour (face, gestures, gaze, posture)
- Most efficient rhetorical figures in speaking and writing.

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)

Maximum number of attendees: 8

Venue: a small château close to Geneva (France, Haute Savoie).

Price:

- If residential, CHF 2200.-/person. The price includes: workshop fee, pre and post workshop acoustic analyses of voices, lodging (2 nights) supper (evening before the course, two breakfasts, one dinner, 2 lunches, and the transportation (from Geneva railway station or airport to the chateau and back).
- If non-residential, CHF 2050.- / person. The price includes: workshop fee, pre and post workshop acoustic analyses, one dinner, 2 lunches).

To reserve a place please click HERE

Trainer

Branka Zei Pollermann is a linguist and 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 1097 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,SwissRe and numerous Swiss state training centres (Geneva, Lausanne, Fribourg, Berne, Neuchatel). Her research results are presented at international scientific meetings.

The Power of Voice and Nonverbal Behaviour in Speech Communication
Workshop Schedule

Day 1		*Day 2*	
07:30 - 08:30	*Registration*	*07:45 – 08:30*	*Breakfast*
08:30 - 10:15	*Impact of vocal and non-verbal behaviour* *Three main skills:* *1) Chunking*	*08:30 -10:15*	*Nonverbal behaviour: Face, posture, gaze, and gestures*
10:15-10:30	*Tea / coffee break*	*10:15-10:30*	*Tea / coffee break*
10:30- 12:30	*2) Emphasis,* *3) Intonation.* *Exercises in the control of pitch and loudness*	*10:30 - 12 :30*	*Charismatic leadership verbal and nonverbal aspects* *The Pyramid principle: structure of talks*
12:30 - 13:45	*Lunch*	*12:30 - 13:45*	*Lunch*
13:45 – 15:15	*Exercises in the control of fluency, pace, intonations* *Vocal styles in public speaking, meetings & F2F*	*13:45 – 15:15*	*Rhetorical figures* *Video recording & feedback*
15:15-15:30	*Tea / coffee break*	*15:15-15:30*	*Tea / coffee break*
15:30 - 17:45	*Verbal aspects: argumentation strategies: rational & emotional aspects*	***15:30 - 17:45***	*Video recording & feedback*
19 :30 - 21:00	***Dinner***	***17:45***	***End***
As of 21:00	*Friendly get-together speeches & rhetorical games*	***As of 17:45***	*Good-bye drinks and Q & A*



Hiking facilities available





Registration and Cancellation Policy

Workshop title:

The Power of Voice and Nonverbal Behaviour in Speech Communication

Venue: *A small château in France (30 km from Geneva)*

Dates in 2027

- *June 11-12-th*
- *September 17th -18th*

Price:

- *Residential: CHF 2200.- per person (2-day session)*
- *Non-residential: CHF 2050.- per person (2-day session)*

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.