Vox Institute

Training and Research Institute
Specialised in Speech communication and Emotion psychology

The Power of Voice

Making an Impact through Speech Communication

December 10th-11th 2026

Advanced speech communication skills

Objectives:

1. Assess personal strengths and areas of improvement via scientific assessment of speech communication (acoustic and visual analyses)
2. Acquire vocal skills appropriate for speaking at meetings / events/ F2F comm
3. Assure congruence between 3 communication channels: verbal, vocal and non-verbal
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 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's voice is acoustically analysed (results presented on 1st day of the course) and he/she is invited to outline personal needs and expectations.

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 2nd voice analysis
- Review overall progress
- Identify any further steps for change and maintenance of acquired skills.

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

Maximum number of attendees: 8

Duration: 2 days (15 hours in total)

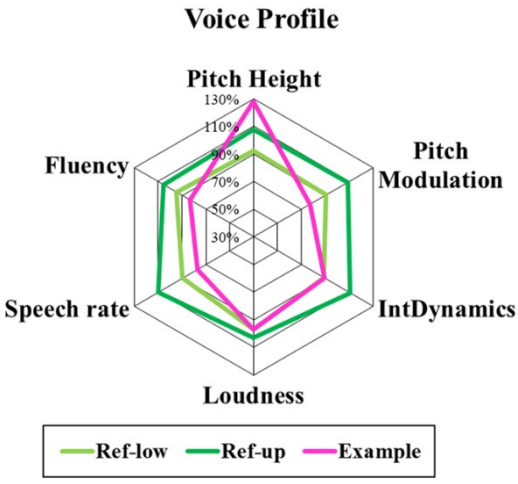
Schedule. 8:30 to 17:00

Reserve your place HERE

Venue: Rue des Maraîchers, 17, 1205 Genève,



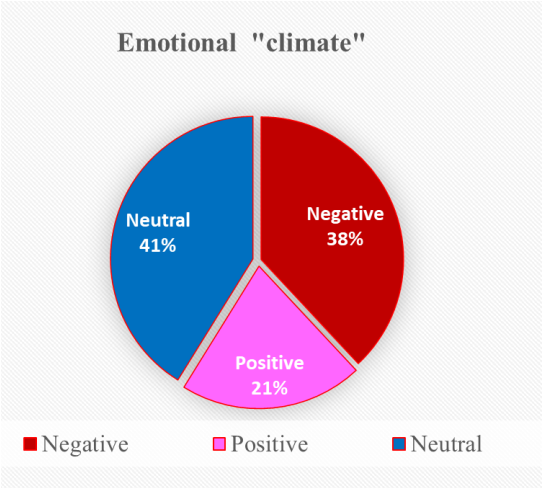
Example of acoustic analysis results



The Voice Profile shows that:

- pitch is a bit high,
- pitch modulation is weak,
- intensity dynamics is at OK
- loudness is optimal
- speech rate (the pace) is too slow and
- fluency is suboptimal

The speaker's voice is perceived as emotionally neutral 41% of time, negative 38% and positive 21% of time.



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 1210 citations according to Academia).

In 1988, in parallel to her academic 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, SANOFI, SwissRE and numerous Swiss state training centres (Geneva, Lausanne, Fribourg, Berne, Neuchatel). Her research results are presented at international scientific meetings.

Registration and Cancellation Policy

Workshop title:

The Power of Voice and Nonverbal Behaviour in Speech Communication

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.