



COACHING FOR PUBLIC ANNOUNCEMENTS

"Good hints on how to cut through and adapt over the acoustics"

"The best thing was listening to my voice being played back - realising that sounding more authoritative does not sound aggressive but better." (Announcer, Railtrack Waverley Station Edinburgh)

TRAINING OBJECTIVES:

- Clear communication from the management to the customer is a vital part of running an efficient public organisation. How the announcements come across play a vital part in influencing the atmosphere of the environment, the behaviour of the customers and their perception of your company.
- Our coaching will give announcers the technical skills to use their voice more effectively through the public address system. They will learn how people listen, which will help them deliver information with more clarity and impact.

TRAINING INCLUDES:

1. An understanding of how people listen.
2. Speaking skills to maximise the clarity of the information (Pace, pause, identifying key words etc.)
3. Voice use to cut through the acoustics and cope with any interference.
4. Voice tonality to help attract listeners (intonation, friendliness, authority, warmth, pitch)
5. Tackling any speaking characteristics, which may interfere with clarity.
6. Personal management techniques (confidence, control, calming, relaxation, breathing techniques).
7. Handouts for reminders.

HOW IT WORKS:

We come to you. Individual sessions are the usual preference and most effective.

Kate Lee is a national training coach specialising in voice and spoken communication. A qualified voice and drama coach she went on to have a successful career in the theatre and TV and for many years was a familiar voice on BBC Radio 4. Kate Lee Communications was set up in 1993 and we are now recognised specialists in spoken communication skills and train throughout the UK. Over the years Kate has developed specialist coaching for specific communication needs, including coaching for public announcements and broadcasters. Past and present clients include: Anglia TV, BBC, GWR Group, Capital Radio Group, Heart FM, Classic FM, Midland Mainline, Railtrack, Eurotunnel. She is often invited to speak on voice use at conferences and in the media.

"Kate's experience and friendly approach during voice coaching sessions has encouraged our people to develop new skills and techniques for making public address announcements. Results from our Customer Satisfaction survey confirm the value of these sessions." MIDLAND MAINLINE