

Training on Port communication

FLIP European Project

Gare Maritime d'Ouistreham- 14 150 Ouistreham



Tuesday 14 October: Day 1

Assessment, detailed analysis of the various components of communication

10:00 am- 5:00 pm

Presentation / introduction

Some key concepts of good communication, such as:

Prevention is better than cure: the importance of preparation, presentation of the various preparation steps and why you mustn't neglect any of them.

Perception: before hearing and understanding a message, what does the audience perceive? (very important concept in the context of a meeting). Feedback: listening skills (important during a meeting)

Audience analysis

Segmentation of audiences into families with sufficient points in common.

Presentation of the questioning principle (grid): definition of items to be filled in.

Application to all the defined audience families.

Cross interpretation of the questioning grid and teachings aiming to define:

- actions and their sequences
- define message themes (arguments)
- select communication media
- define documents to be prepared
- preferred communication contexts
- etc.

Draw up an action plan to communicate

- before the meeting
- after the meeting

This step takes place over one day because the issues are crucial for what follows and call on the speakers' different experiences, which need to be considered.

Wednesday 15 October : Day 2

Preparing for the meeting on a technical level

10:00 am- 5:00 pm

All information collected during day one will be put to good use.

Documents to prepare

- Analysis of various documents (studies, long texts multiple documents, etc.)
- Identify and prioritise key ideas and arguments in the source documents
- Distinguish the types of arguments developed: figures, facts, opinions, etc.
- Summarise each of them into "key formulas" in order to reuse them in different types of plans and in a PowerPoint presentation
- Identify technical and scientific terms and concepts that are difficult to understand by all audiences. Popularise them, in the best sense of the word.

Set up a standard presentation format based on:

- The meeting's communication objective
- The audience(s) (homogeneous, heterogeneous)
- The length of the meeting
- gauging the running order of the meeting

Creating the PowerPoint slides

- The role of a PowerPoint slide show in a presentation, for the audience and for the speaker
- Based on what criteria do you select the elements that should be included?
- Visual and oral articulation
- Traps to avoid (too much text, too many slides, etc.)

Preparing the context of the meeting

- Room, equipment
- The speaker's stage
- Which scenario for the speech?
- Etc.

Thursday 16 October : Day 3

Preparing your presentation rationally

10:00 am- 4:00 pm

Public speaking (2nd part)

- Concept of feedback: what I see, what I feel, what I do, etc.
- Body language, gestures, expressions of the group and people in the group
- Creating considerate communication
- Learning how to interact with your audience

Knowing how to remove the emotional dimension from a conflict

- Better know yourself
- Considerate listening approach
- Learning to take a step back to reflect on yourself and others

- Definition, causes and classifications of a conflict,
- Understanding the dynamics of conflicts
- Knowing how to anticipate conflicts and identify resolution methods
- Acquiring methods to resolve conflicts through dialogue
- Behaviour management as prevention
- Conflict as a lever for improvement, creativity
- Means of containing, calming and resolving conflict
- The DESC method
- Considerate communication as a prevention and resolution tool

Tuesday 25 November: Optional day

Analysis of the practice and feedback

- Evaluate their "communicating" practice from their experience in the field
- Compare and debate on their practices and those of their peers
- Make proposals for ways that they and the group can progress