

Programme

“Storytelling as a trade union communication tool”

Brussels, 15 - 17 June 2022

Wednesday 15 June	Thursday 16 June	Friday 17 June
09:00 - Introduction to the training and presentation of participants	09:00 – ABC of Public Speaking: Audience & Message. Crafting messages for different audiences with different purposes.	09:00 – Storytelling with visual aids. PowerPoint & others. <i>Presentation and discussion in plenary</i>
10:30 - Coffee break	10:30 - Coffee break	10:30 - Coffee break
11:00 – Setting the scene: The Art of Rhetoric and communication. The theoretical basis of effective communication. Group exercises on rhetoric.	11:00 – Storytelling Techniques. <i>Introduction, group work, report back in plenary</i>	11:00 – Impromptu Speaking (Keynote Karaoke) Course evaluation and conclusions
12:30 - LUNCH	12:30 - LUNCH	12:30 - LUNCH
14:00 – Introduction to Impromptu Speaking Workshop. A question / a difficult question.	14:00 – Storytelling exercise. <i>Introduction, group work</i>	Departure of participants
15:30 - Coffee break	15:30 - Coffee break	
16:00 – Storytelling and structures. Learning to identify patterns and how to apply them.	16:00 – Tools for public speaking. Your cheat-sheet. Coping with stage fright, dress code, non-verbal language, preparation	
17:30 – End of the training day	17:30 – End of the training day	

