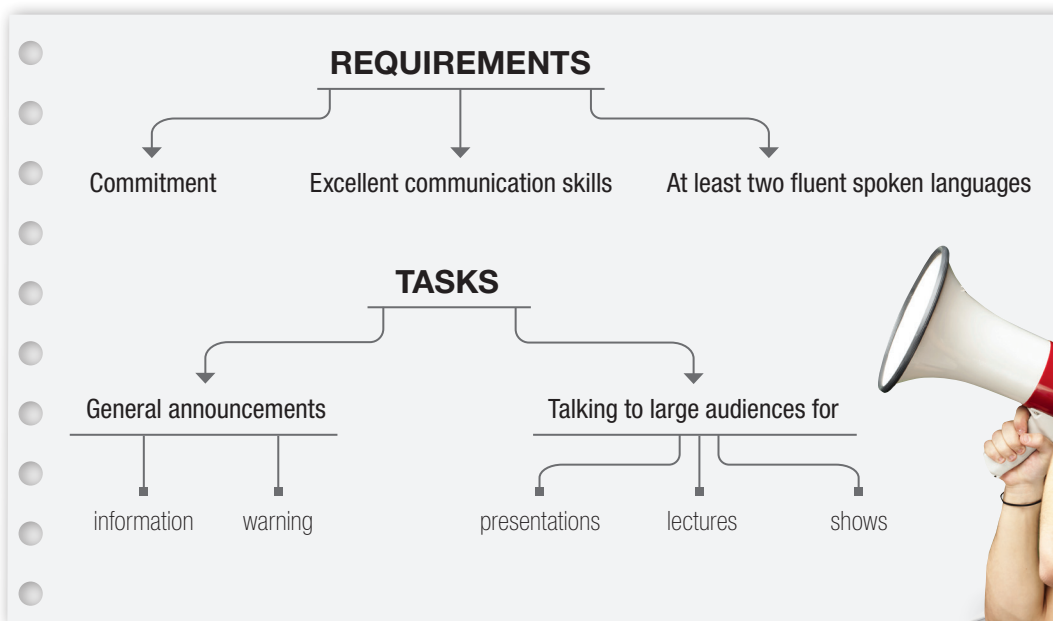


How to give information to large groups of people

Communication may be sometimes complicated because on board there are occasions when it is necessary to speak to all passengers or to large groups of people. Large crowds can be a challenge to even the most experienced front staff because the fear of making mistakes in a

situation where eye contact with the passengers is impossible, can cause anxiety to rise, and it's easy to feel distanced from the audience. A variety of jobs include large group communication; among such jobs are directors, lecturers and entertainers.



Announcements:

- plan what you are going to say: have a written note of all the key information you are to give
- get people's attention ("Your attention, please". "Can I have your attention, please?")
- give the message ("The following passengers: are kindly requested to contact the information desk")
- repeat the key points like names, places and times
- say thank you ("Thank you for your attention")
- use a polite but assertive tone of voice

Shows and lectures:

- wait until everyone is settled before you start to speak
- introduce yourself and what you are going to do
- try to avoid speaking too long: attention diminishes rapidly
- use visual aids (slides or videos)
- use a discursive speaking style, and address people with "we" to show consideration for your audience
- give contact details
- show enthusiasm for what you are doing and saying