



Through the Grapevine: what wine can teach us about being a better communicator!

About the session

The characteristics of a good wine can teach us a lot about the characteristics of a good communicator. Each wine is unique in its character and so too is each person. However, there are common ingredients and methods that go in to producing the finished article, whether it be a good wine or a good communicator. Through tasting five different Spanish and Portuguese wines, each with a unique character, this session will relate these characteristics to the five essential characteristics of a good communicator, from preparation through to execution of a message.

Learning outcomes

By the end of the session, participants will be able to:

- identify the key stages in the communication process.
- recognise the 5 most important characteristics of a good communicator.
- implement a strategy to communicate more effectively.

Length of session & participant numbers

2 hours of tasting and learning. Due to the nature of the event, the number of participants is initially limited to 30. A separate arrangement can be made for groups that will exceed 30 participants.

About the trainer

Jeff Heasman is a well-known and highly experienced international trainer who specialises in law, cognitive skills and communication within the insurance and financial services industry. In addition, Jeff has a passion for Spanish wines and through his wine businesses based in Spain and Portugal he offers cultural and wine tasting events and vineyard tours, with a particular focus on the culture, food and wines of Galicia in northwest Spain and Vinho Verde in northern Portugal. Jeff has a bachelors and masters degree in law, he holds a postgraduate English language teaching qualification, has obtained a certificate in wines from the prestigious Wine & Spirit Education Trust (WSET) and is a member of the Society of Wine Educators. Jeff's knowledge of the insurance and financial services industry combined with a passion for both effective communication, strong cognitive skills and wine, makes this a fun and entertaining CPD event with a difference.