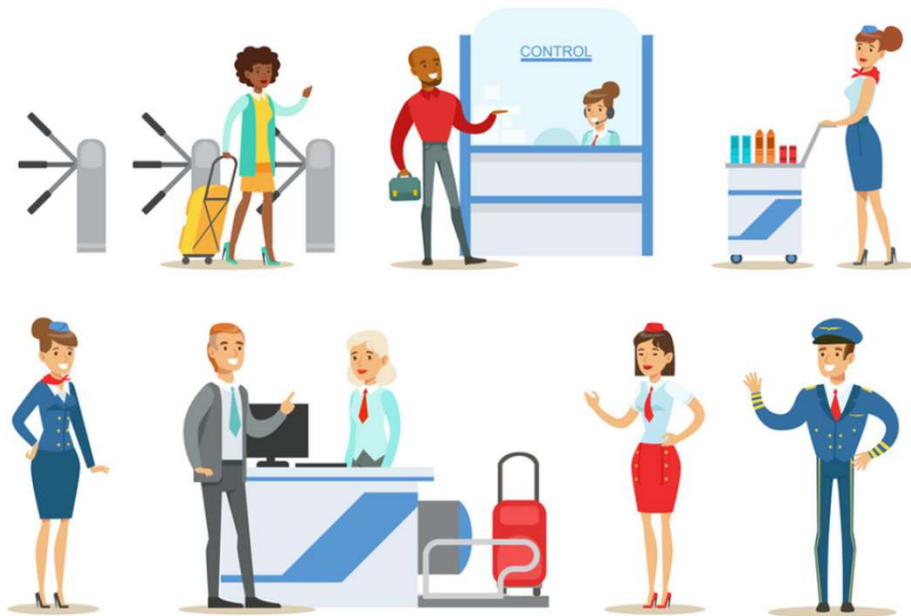


Respondant Engagement

Mary McSharry 2025



Respondent Engagement Programme



Respondent engagement program agenda

The training session will include:

Office-Based Training

- Introduction to the Respondent Engagement Program
- Importance of Body Language
- Confidence Building

Practical Application

Interviewers, along with the Senior interviewer, will go to the terminal to conduct surveys with passengers

- The mentor will demonstrate effective approaches for engaging with passengers.
- Interviewers will then practice the techniques learned during the office-based training.

Debrief & First QAP

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- At the end of the session, interviewers will have their first” **Introduction QAP**” to assess their initial progress and understanding of the techniques.

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A smart, professional appearance is equally important, as it reassures passengers of your role and affiliation with the airport. This visual representation supports a smooth introduction and fosters trust.

Engaging respondents effectively throughout the survey enhances the quality of the information collected and leaves them with a positive impression of their interaction with our team.

Acknowledging and appreciating the respondent's time is crucial, as it reinforces the value of their contribution. Every interaction should reflect professionalism and courtesy, ensuring that respondents leave with a favourable perception of the survey process.

Conversely, an untidy or overly casual appearance can be unprofessional and may lead to higher refusal rates, negatively affecting the respondent's perception of the company.

Additionally, using a mobile phone while engaging with or waiting for a respondent is strongly discouraged, as it conveys disinterest and undermines professionalism.

A Closer look at Body Language



Negative Body Language

Please give as many examples & signs of negative body languages as you can think of'

Negative body language can subtly or overtly communicate disinterest, discomfort, or even hostility.

Here are many examples across different categories:

Facial Expressions

- **Frowning** – Can indicate displeasure or disagreement.
- **Raised eyebrows** – May signal skepticism or disbelief.
- **Tight lips or pursed lips** – Can suggest disapproval, frustration, or reluctance.
- **Avoiding eye contact** – Can indicate dishonesty, nervousness, or a lack of confidence.
- **Rolling eyes** – Shows irritation, impatience, or dismissiveness.
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- **Smirking** – May come across as condescending or mocking.

Eye Movements

- **Looking away while talking** – Suggests a lack of confidence or disinterest.
- **Frequent blinking or darting eyes** – Can indicate nervousness or discomfort.
- **Glancing at a watch/clock** – Shows impatience or boredom.
- **Staring aggressively** – May feel intimidating or confrontational.

Posture

Slouching – Can appear lazy, unenthusiastic, or disengaged.

Crossing arms – Often seen as defensive, resistant, or closed off.

Turning away from the person – Suggests disinterest or avoidance.

Leaning too far back – Can signal a lack of engagement or overconfidence.

Leaning in too aggressively – May feel invasive or confrontational.

Hand & Arm Gestures

Fidgeting (e.g. playing with fingers, tapping) – Shows nervousness or impatience **Pointing fingers** – Can come across as aggressive or accusatory.

Clenching fists – Suggests frustration, anger, or tension.

Shrugging excessively – Indicates uncertainty, indifference, or a lack of concern.

Hands in pockets – Can signal disengagement, disinterest, or insecurity.

Rubbing hands together excessively – May indicate nervousness or anxiety.

Leg & Foot Movements

Tapping feet or legs – Often a sign of impatience, anxiety, or boredom.

Crossing legs tightly – Can signal defensiveness or discomfort.

Shuffling feet – Suggests restlessness or a lack of confidence.

Pointing feet away from the person – May indicate a desire to leave the conversation.

General Gestures & Actions

Checking a phone or watch frequently – Suggests distraction, boredom, or impatience.

Yawning excessively – Shows fatigue or disinterest.

Sighing heavily – Can indicate frustration, irritation, or boredom.

Muttering or speaking under the breath – May appear unprofessional or dismissive.

Overly exaggerated gestures – Can feel forced, sarcastic, or disingenuous.

Touching the face excessively (e.g. rubbing eyes, scratching head) – Often a sign of nervousness or uncertainty

Positive Body Language

Please give as many examples & signs of Positive body languages as you can think of'

Positive body language helps create a welcoming, engaging, and professional atmosphere.

Here are many examples across different categories:

Facial Expressions

Smiling warmly – Shows friendliness, approachability, and confidence.

Maintaining a relaxed face – Helps create a calm and pleasant interaction.

Nodding in agreement – Demonstrates active listening and understanding.

Genuine eye contact – Conveys attentiveness and trustworthiness.

Raised eyebrows (in an engaged way) – Shows curiosity and interest.

Eye Movements

Steady but natural eye contact – Indicates engagement and confidence.

Looking at the speaker while listening – Shows respect and attentiveness.

Blinking naturally – Prevents appearing too intense or uninterested.

Posture

Standing or sitting up straight – Projects confidence and professionalism.

Leaning slightly forward – Indicates active listening and interest.

Facing the person directly – Demonstrates engagement and openness.

Relaxed shoulders – Shows calmness and approachability.

Hand & Arm Gestures

Open hand gestures – Signals honesty, warmth, and transparency.

Using hand gestures while speaking – Enhances communication and keeps engagement high

Holding objects (e.g. a pen, notebook) naturally – Prevents nervous fidgeting.

Resting hands in a neutral, relaxed position – Appears composed and at ease.

Giving a firm (but not overpowering) handshake – Creates a strong first impression.

Leg & Foot Movements

Keeping feet firmly on the ground – Displays stability and confidence.

A relaxed leg position while seated – Shows comfort and openness.

Pointing feet toward the speaker – Indicates engagement and attentiveness.

General Gestures & Actions

Mirroring the other person's body language subtly – Builds rapport and connection.

Moderate head tilting while listening – Shows interest and thoughtfulness.

Controlled, natural movements – Reflects confidence and ease.

Giving a friendly wave or acknowledging gesture – Helps create an inviting presence.

Steady, moderate breathing – Prevents appearing anxious or rushed.

Keeping an open stance – Appears welcoming and non-defensive.

Spot what is right or wrong

On the following exercise we would like you to spot what is right or wrong with the body language shown in the images that you are about to see.











Approaching
and
Keeping
respondents engaged

Approaching respondents

When approaching people, having positive body language is key to capturing their attention.

Did you know that people form judgments primarily based on body language?

Before you even say a word, your posture, eye contact, and overall energy communicate a message to your audience.

Most of us convey multiple signals without even speaking.

When someone is approached, the first thing they notice is body language—how you stand, your facial expression, and your gestures.

Next, they pick up on the tone of your voice.

Only after that do they focus on the actual words you say.

This is why maintaining a confident posture, making eye contact, and using a warm, engaging approach is so important in creating a positive first impression.

Keeping Respondents Engaged

Vary your tone of voice – A dynamic, engaging tone keeps respondents interested and prevents monotony.

Use hand gestures – Natural gestures help reinforce your message and make your speech more engaging.

Align gestures with speech – When you gesture while speaking, it helps translate your thoughts into words more effectively.

Maintain eye contact – Shows attentiveness and encourages passengers to stay engaged.

Nod and react appropriately – Demonstrates active listening and reassures the respondent that their input is valued.

Use open and inviting body language – Avoid crossing your arms or looking disinterested, as this can disengage the respondent.

Adjust your pace and volume – Speaking too fast may overwhelm the respondent, while speaking too slowly may lose their attention.

Ask open-ended questions – Encourages conversation and keeps the respondent involved.

Acknowledge and validate responses – Simple affirmations like “That’s really helpful” or “Great point” keep the passenger engaged.

Smile and show enthusiasm – A positive attitude makes interactions more pleasant and keeps respondents interested.

Adapt to the respondent’s energy level – If they seem rushed, be concise; if they seem relaxed, take a conversational approach.

Minimise distractions – Avoid looking at your phone or getting distracted by the surroundings.

Team discussion about interviewing



How do you feel when approaching passengers?

How are you finding the interviewing process?

Do you feel that you are keeping them engaged?

How do you feel about refusals?

Has anything unusual happened to you on shift?

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Summary

6 Tips for Positive Body Language

1.Maintain Eye Contact – Engaging eye contact shows confidence, attentiveness, and sincerity. Avoid staring, but ensure you regularly connect visually with the person you're speaking to.

2.Use Open Posture – Stand or sit with a relaxed, upright posture. Keep your arms uncrossed and shoulders relaxed to appear approachable and engaged.

3.Smile Naturally – A warm, genuine smile helps build rapport, makes you seem friendly, and puts others at ease.

4.Use Hand Gestures – Expressive but natural hand movements reinforce your message and make your speech more dynamic and engaging.

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Appearance

Wearing the correct uniform is essential.

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A professional appearance increases your chances of engagement, as passengers are more likely to be respectful and receptive when you present yourself in a polished manner.

Calming Nerves for Effective Engagement

Feeling nervous before approaching respondents is natural, but managing these nerves is key to successful engagement.

The simple solution: **relax**.

To be relaxed, you must be **confident**.

To be confident, you must be **prepared and rehearsed**.

Practice your approach, anticipate different responses, and go into each interaction with a positive mindset.

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Not every respondent will agree to take part in the survey, and that's okay.

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Did you know that poor time management can negatively affect your interactions with respondents?

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To the Terminal



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Epinion Aarhus

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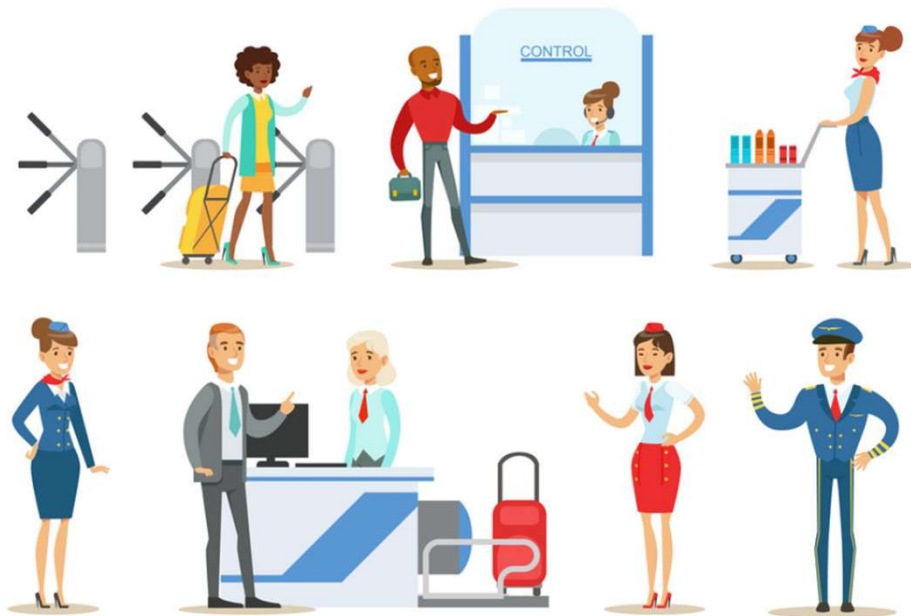
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