

T5: "Communicating with the deaf – customer conversations in sign language"
(in German only)

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To present, and sell, your products (hearing systems, technical aids, etc.) and services (fitting, repair, etc.) in a way that is also comprehensible to deaf people, it is important for you to know how to communicate with deaf people in the correct way. During this tutorial, participants will get detailed basic information about communication in spoken language and in sign language. Practice is also given on how participants can speak clearly, and to what extent they can be understood.

Acousticians can win deaf customers in the long term if they are also able to communicate with these customers in German Sign Language (the native language of deaf people). In addition to important information on sign language, such as sentence structure, grammar, facial expressions, gestures, posture, mouth image, and dialects, participants will learn simple signs that they can use in everyday business.

Valuable tips, for instance, on how hearing aid shops can make marketing measures and external communication accessible to hearing impaired/deaf customers, will round off the tutorial.