

## KKU Workshop Program 2021

### Effective Cross-cultural Communication in Pharmacy Practice

Online: May 19 – 21, 2021 via ZOOM

Date & Time	Topics/Sessions	Responsible Persons
<b>Wed, May 19 - Theme: Cross-cultural Communication Competency</b>		
08:30 – 08:45	Introduction to the workshop	Maneerat
08:45 – 09:00	Opening ceremony	Dean/Representative
09:00 – 10:30	<b>LIVE Talk: “Survival Skills for Success in Pharmacy Practice during COVID-19: A Practical Experience in California”</b>	Krittiya Mala Carter Moderator: Maneerat
10:30 – 12:00	<b>Developing Multicultural Communication Competency:</b> - Understand the multicultural sensibility and the communication patterns, body language, space and time <b>The Science of Body Language</b> - <i>Understanding nonverbal communication and body language</i> - Assessing communication skills development: <i>Personal Report of Communication Apprehension (PRCA-24)</i>	Maneerat
12:00 – 13:00	<b>Lunch break</b>	
13:00 – 14:30	<u><b>Workshop 1: The “Dangerous” English</b></u> - Strategies to improve English communication skills - Challenges in pronunciation for Thai speakers - Tips on accent modification - Mobile apps for improving your accent	Main speaker: Maneerat Subgroup speakers: Glenn, Lucy, Herb
14:30 – 17:00	<u><b>Workshop 2: Essential Body Language Examples and Their Meanings</b></u> - Analysis of communication pattern across different cultures	Main speaker: Maneerat Subgroup speakers: Glenn, Lucy, Herb

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	<ul style="list-style-type: none"> <li>- Avoiding Cross-Cultural Faux Pas: Body Language: <i>How nonverbal communication can go wrong</i></li> <li>- Discussion forum on lessons learned</li> </ul>	
<b>Thu, May 20 - Theme: Motivational Interviewing in Pharmacy Service</b>		
09:00 – 10:30	<b>LIVE Talk: “Lessons Learned in Pharmacy Service across Countries: From Paris to Bangkok”</b>	Elizabeth Ky Moderator: Maneerat
10:30 – 12:00	<b>Motivational Interviewing (MI) in Pharmacy Service:</b> <ul style="list-style-type: none"> <li>- A patient-centered collaborative approach to improve medication adherence</li> </ul>	Maneerat
12:00 – 13:00	<i>Lunch break</i>	
13:00 – 14:30	<u><b>Workshop 3: How to use MI in real practice</b></u> <ul style="list-style-type: none"> <li>- Giving patient counseling and other advice on behavioral modification</li> <li>- Cases presentation</li> </ul>	Maneerat Ms. Elizabeth Ky Subgroup speakers: Glenn, Herb, Lucy, & Elizabeth
14:30 – 17:00	<u><b>Workshop 4: Handling patients in various situations</b></u> <ul style="list-style-type: none"> <li>- Cases presentation</li> <li>- Discussion forum on lessons learned</li> </ul>	Maneerat Ms. Elizabeth Ky Subgroup speakers: Glenn, Herb, Lucy, & Elizabeth
<b>Fri, May 21 - Theme: Cross-cultural communication in the workplace</b>		
09:00 – 10:30	<b>Navigating the cross-cultural communication in the workplace</b> <ul style="list-style-type: none"> <li>- Exploring your effective communication approach</li> </ul>	Maneerat
10:30– 12:00	<ul style="list-style-type: none"> <li>- The Do’s and Don’ts for social etiquette and other cultural issues</li> </ul>	Maneerat
12:00 – 13:00	<i>Lunch break</i>	
13:00 – 14:30	<u><b>Workshop 5: Social etiquette and other cultural issues in English business communication</b></u> <ul style="list-style-type: none"> <li>- Social dialogue at business/academic conferences after COVID-19</li> <li>- Discussion forum on lessons learned</li> </ul>	Main speaker: Maneerat Subgroup speakers: Glenn, Herb, & Lucy

Date & Time	Topics/Sessions	Responsible Persons
14:30 – 17:00	<p><u><i>Workshop 6: Situational communication skills in pharmacy practice</i></u></p> <ul style="list-style-type: none"> <li>- Working and social setting</li> <li>- Negotiating</li> <li>- Discussion forum on lessons learned</li> <li>- Wrap-up</li> </ul>	<p>Main speaker: Maneerat</p> <p>Subgroup speakers: Glenn, Herb, &amp; Lucy</p>
	Workshop evaluation	