

PUBLIC ANGER IS AN INCREASING FACT OF SOCIETY.

Growing global citizen outrage causes government gridlock, lawsuits, stopped projects, election losses, loss of time, money, and destroyed credibility. EMOTION, OUTRAGE AND PUBLIC PARTICIPATION is a new workshop that builds on IAP2's global best practices in public involvement and the work of Dr. Peter Sandman, a foremost researcher and expert in public outrage and risk communication. This course will help you move people from rage to reason and engage stakeholders in building consensus for better decisions.

This practical, hands-on workshop is a fresh 2-day mix of lecture, video, small and large group discussion and authentic, real world exercises that give you the answers, tools and ability to prevent problems, manage the tough public issues that you face and keep your organization on track and moving forward.

WHEN YOU TAKE THIS COURSE YOU WILL

- Learn how to identify and access the root causes of public frustration, anger and outrage
- Understand 12 factors of citizen emotion and be better able to predict and prevent public anger
- Comprehend different strategies for the 4 kinds of risk communication
- Learn the 6 main ways to prevent or reduce public wrath, to make room for reason and allow effective public engagement to take place

YOU WILL LEARN:

- Strategies for managing public opposition
- How to manage outrage in public participation
- To use specific tools and techniques for working with the angriest people
- Stakeholder analysis and motivations
- How to remove the internal barriers to outrage management
- How to ask questions with value and empathy
- Who should do what—roles and responsibility
- How your own attitude impacts public and stakeholder anger

LAS VEGAS, NV **OCT 6-7, 2014** 8:30AM-4:30PM

Hosted by IAP2 USA Intermountain Chapter

EMOTION, OUTRAGE AND PUBLIC PARTICIPATION

MOVING FROM RAGE TO REASON



JOHN GODEC is an IAF Certified Professional Facilitator, a course developer for both the original IAP2 Certificate program and newly revamped IAP2 Foundations program and the Emotion, Outrage and Public Participation course. He served as an original Master Trainer for IAP2 and as Vice-President of IAP2 USA. He's managed nearly 400 complex global projects over a

30-year career, facilitated more than 1,000 meetings and helped develop a risk and emergency communication protocol for the U.S. National Governors Association. John is a roster member of the U.S. Institute for Environmental Conflict Resolution, the former Director of Issues and Crisis Management for Motorola Corporation and former Communications Director for the Arizona Department of Environmental Quality.

THE INTERNATIONAL ASSOCIATION
FOR PUBLIC PARTICIPATION (IAP2)



Since 1990, IAP2 has been recognized as the premier public involvement authority and professional organization. With membership throughout global democracies, dedicated and seasoned practitioners have trained thousands to work with the public effectively. www.iap2.org



EMOTION, OUTRAGE AND PUBLIC PARTICIPATION: Moving from Rage to Reason

LAS VEGAS, NV OCTOBER 6-7, 2014 8:30 AM - 4:30 PM All courses are scheduled

Location: Regional Transportation Commission of Southern Nevada, 600 South Grand Central Parkway, Room 108, Las Vegas, NV 89106

Logistical information will be provided to "confirmed registrations" three weeks prior to training unless requested earlier.

NAME _____

ORGANIZATION _____

DEPT (If Applicable) _____

TITLE _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ MOBILE _____

EMAIL _____

**HOSTED BY
IAP2 USA INTERMOUNTAIN CHAPTER**



EARLY BIRD REGISTRATION DEADLINE

September 5, 2014

LAST DAY TO REGISTER

September 26, 2014

REGISTRATION

One registration form per person.

Regular Pricing
(After 9.5.2014)

Early Bird Pricing
(Deadline 9.5.2014)

***Member Pricing**
IAP2 USA, NCDD

Emotion, Outrage and Public Participation - Moving from Rage to Reason (Mon-Tues, 2-Days)

\$770

\$710

\$690

***MEMBER PRICING - CONTACT US** prior to online registration for PROMO code (720) 237-9175 or info@extraordinarytrainers.com

Checks and money orders should be made payable to Extraordinary Trainers. Credit card charges will be processed through Innovative Merchant Solutions and will be reflected as such on your credit card statement. All payments will be processed in US dollars. Full payment must be received to complete the registration process.

Visa Master Card American Express Check Request Invoice (Payable on-line)

Card # _____ Expiration: _____ CVV: _____

Name Exact as card : _____

Card Holder Signature: _____

*Member ID (required for member pricing): _____ IAP2 USA _____ NCDD.ORG

CANCELS, SUBSTITUTES, TRANSFERS

REFUNDS are not available for cancellations made LESS THAN 3 WEEKS PRIOR to the scheduled course date.

Visit our website for the detailed policy, other options, and related fees:

<http://www.extraordinarytrainers.com/registration-and-cancellation-policy/>

METHODS TO REGISTER

ON-LINE (Credit Card Payment Option or Print Invoice): www.extraordinarytrainers.com/schedules/

E-MAIL with credit card payment information: info@extraordinarytrainers.com

FAX with credit card payment information: (720) 223-4800

MAIL THIS FORM & payment: Extraordinary Trainers, c/o Melissa Sparlin, 6732 Zinnia, Arvada, CO 80004

QUESTIONS Email- info@extraordinarytrainers.com. Call (720) 237-9175

TRAVELERS

We recommend you do not confirm non-refundable travel until you receive our training confirmation email which is provided 3 weeks prior to the event.