



International Association
for Public Participation

Emotion, Outrage and Public Participation

Moving from Rage to Reason

*A fresh, new 2-day
training course from:
The International
Association for Public
Participation*



Trainer:

John Goddec was part of the 4-person team that created this course. Goddec, Randall & Associates Inc. manages projects and coaches business and government on communication strategy, community/public/news media relations, public involvement and information, and issue, conflict, and crisis prevention and resolution. John's dealt with nearly 400 complex projects and facilitated more than 1000 meetings throughout the U.S., Canada, Mexico, Australasia, Europe and South Africa. He's a training developer and Director of IAP2, Certified Professional Facilitator®, a roster member of the U.S. Institute for Environmental Conflict Resolution, former Communications Director for the Arizona Department of Environmental Quality and past Director of Global Issues and Crisis Management for Motorola Corporation.

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 tools and ability to manage the tough public issues that you face and move your projects forward.

People who take this course will:

- Know how to identify and assess 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 use outrage management in public participation plans
- Specific Tools & Techniques for working with the angriest people
- Stakeholder analysis and motivations
- Removing internal barriers to outrage management
- Asking questions with value and empathy
- Who should do what in the process
- How your attitude impacts public and stakeholder anger



International Association
for Public Participation

Chicago, IL
October 27-28, 2010
Chicago Metropolitan
Agency for Planning (CMAP)
233 South Wacker Drive,
Suite 800

To Register

FAX this form with credit card
payment information to:
303-423-1821

or

MAIL this form with payment to:
US Training Consortium
c/o Melissa Sparlin
6732 Zinnia
Arvada, CO 80004

or

E-mail this form with credit card
payment information to:
4participation@gmail.com

Call us at (720) 237-9175
or send an email (4participation@gmail.com) for further
information or to inquire about
group rates.

All courses are scheduled from
9:00 a.m. - 4:30 p.m.
Training location and logistical
information will be provided
with registration confirmation.



International Association for Public Participation IAP2 IAP2 Training Registration Form

Name: _____
Organization: _____
Title: _____
Address: _____
City/State/Zip: _____
Phone: _____ FAX: _____
e-mail: _____

Emotion, Outrage and Public Participation

Moving from Rage to Reason
(Wed-Thurs)

\$ 750

3% credit card processing fee \$ ____ \$ ____

Total \$ ____ \$ ____

Early
registration
pricing

\$695

Registration and Cancellation Policy

Please register early as class sizes are limited. Student registrations will be confirmed after payment is received. If your schedule changes, preventing you from being able to attend a course for which you have registered, we have two options:

If you know that you must change plans more than three weeks ahead of time:

- You are welcome to send a substitute to the class instead at no extra charge
- You are welcome to change your registration to another upcoming course at a cost of \$25
- If you cancel your registration instead of rescheduling or sending a substitute, there is a 10% cancellation fee

If you must change your plans less than three weeks ahead of time:

- You are welcome to send a substitute to the class at a cost of \$10
- You are welcome to change your registration to another upcoming course at a cost of \$25
- No refunds will be provided for cancellations made less than three weeks prior to training.

We gladly accept substitutions (in accordance with our prerequisite requirements) should you not be able to attend a course for which you have registered. We're also happy to move your registration to a later date should that be necessary. Please give us a minimum of five business days' notice of necessary changes so we can make the appropriate arrangements. Students will be charged full tuition for all cancellations made within three weeks of a scheduled course. Cancellations made more than three weeks before a course date will incur a 10 percent administrative fee to cover our cost of processing the refund.

The US Trainers Consortium reserves the right to cancel any course that does not have sufficient registration. Decisions are made regarding whether to cancel a class no later than two weeks in advance. Students who must travel to attend a training are advised that making non-refundable travel arrangements in advance of this decision in this event may entail some risk. Registered students will be offered an opportunity to move their registration to another session at no cost.

Call to ask about group rates

Checks and money orders should be made payable to USTC. Credit card charges are processed through one of our member firms and will be reflected as such on your credit card statement. A 3% fee is assessed for payments made by credit card. All payments will be processed in US dollars. Full payment must be received to complete the registration process.

- Visa
- American Express
- Master Card
- Check or money order

Card #: _____

Expiration: _____ Signature: _____

Good decisions don't just happen