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P. O. Box 31355,
BRAAMFONTEIN,
2017, South Africa

Southern Africa Affiliate of the International
Association for Public Participation.

International Association
for Public Participation

IAP2 SA presents: Emotion, Outrage and Public Participation Course – *Moving from Rage to Reason* Monday 16 and Tuesday 17 April 2012

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.



Trainer: Mary E. Hamel, MSc (Water Resource Management)

Mary has 25 years of experience in a state environmental and natural resources agency, including 20 years as a full-time public participation manager and counsel. She designed and ran public participation processes for a wide range of agency initiatives and programs. She also provided public participation training, mentoring, and resources for staff and management.

A respected and sought-after trainer, Mary has been a certified trainer and course developer for the International Association for Public Participation (IAP2) since 2000. In 2004 she also became an IAP2 master trainer, responsible for training and developing future trainers and in 2009 she co-developed the Emotion, Outrage and Public Participation course. Mary has been a member of the IAP2 since 1993. She has served on the association's Board of Directors, as IAP2's conference chair for the 2004 international conference, and as chair of the Great Lakes – Great Plains chapter.



EMOTION, OUTRAGE AND PUBLIC PARTICIPATION REGISTRATION FORM

Please complete one form per course participant

Title		Date of booking	
Calling Name		Telephone	
Surname		Fax	
Organisation / Company		Cell	
Mailing address		Postal Code	
E-mail address			
Course Venue: Lanzerac Hotel & Spa, Western Cape www.lanzerac.co.za		Date	Select
IAP2 SA Member		16 and 17 April 2012	R 8,500.00 Excl VAT
Non-IAP2 Member (price includes 1 year membership to IAP2)		16 and 17 April 2012	R9,300.00 Excl VAT
Group Price (10% discount for groups of 3 and more)		16 and 17 April 2012	
VAT No. OF YOUR COMPANY :.....Do not add VAT to total			R
<i>As soon as IAP2 SA receives the registration form, it will generate and send an invoice for payment.</i>			

PLEASE NOTE: This course is open to any person wishing to attend.

VAT not applicable to *non*-South African delegates. Course fee will be adjusted.

TERMS AND CONDITIONS

- *Abovementioned costs will remain firm until the course.*
- *Full payment is required TEN DAYS ahead of course commencement.*
- *A maximum of 30 participants will be accepted.*
- *If less than 10 firm bookings have been received one week prior to commencement of the course, it may be cancelled. In the case of a course cancellation, paid fees will be refunded in full.*
- *Please inform us if you intend sending a replacement.*
- *Cancellation within two weeks of commencement of the course will result in a forfeiture of 50% of course fees.*
- *No refund is applicable for non attendance or cancellation within one week of the course commencing.*

CONTACT

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Course Organiser

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Braamfontein, 2017

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