



(re)Building Public Trust, Dealing with Opposition and Community Outrage

SALT LAKE CITY, UT

NOVEMBER 20-21, 2024

9:00AM - 4:30PM

THE PARTICIPATION COMPANY PRESENTS A 2-DAY IN-PERSON WORKSHOP

Quantifiable polls, research and empirical evidence in the United States show that people are increasingly suspicious and distrustful of expertise and large institutions of all kinds, especially government and those public projects that people believe will disrupt and change their lives.

Community opposition and protest can derail the best ideas and intentions. Angry, cynical, and emotional people don't represent their interests well and ignoring or dismissing their feelings and skepticism is not a productive or effective option.

Managing public projects and policy making requires an understanding of why people feel and react the way they do. Learning how to prevent and deal with polarized communities, public emotion, and opposition is imperative. This workshop will help you build relationships and (re)build public trust. The course is a highly researched, time tested and effective approach for dealing with public anger, emotion, fear, and opposition associated with public involvement and information programs. It builds on proven, recognized global best practices in public participation and consensus building as well as the most current research from the experts in outrage and risk communication. It helps managers and staff design and manage authentic public involvement in decision-making and public policy, even when citizens are angry. This is a hands-on, customized, dynamic 2-day in-person mix of interactive, large group discussions, videotape, small group problem solving with timely, real-world scenarios and exercises that will give you the understanding, tools, and confidence to manage the toughest public issues that you are facing.

WORKSHOP: \$975 LOCATION: *Salt Lake City, UT exact location to be provided 3 weeks prior to the event*

This workshop is sponsored by the Intermountain Chapter of IAP2. Register by October 28th.

"CLICK HERE TO REGISTER"



JOHN GODEC is an expert in tough, contentious public communication and public engagement issues. He has been an *IAF Certified™ Professional Facilitator*, a developer and original master trainer for the global International Association for Public Participation (IAP2) for both the 'Foundations of Public Participation' and 'Strategies for Dealing with Opposition and Outrage' courses.

He is one of first three people ever designated as *Master Certified Public Participation Professional (MCP3)*. Godec has trained thousands of students, facilitated thousands of meetings and workshops, and managed hundreds of complex public communication strategies for frequently controversial projects in the U.S., Canada, Mexico, Europe, Africa, Australasia and the Middle East. He helped design a risk communication protocol for the National Governor's Association (NGA) and developed an online risk communication training for the Centers for Disease Control and Prevention (CDC).

Godec is an adjunct professor at the Indiana University School of Public and Environmental Affairs (SPEA), and has lectured at Arizona State University, the Universities of Texas, Arizona and Denver, and the Queensland University of Technology in Brisbane. He is the past Communications Director of the Arizona Department of Environmental Quality and the former Director of Issues and Crisis Management for Motorola Corporation.



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FOR MORE INFORMATION

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