

EMOTION, OUTRAGE AND PUBLIC PARTICIPATION (EOP2)

Based on the international best practices of IAP2, and the outrage management strategies of risk communication expert, Dr. Peter Sandman, this course provides a new way of looking at – and dealing with, public outrage. Designed to be highly interactive, EOP2 allows participants to look at outrage and emotion from their own perspective and experience, and provides practical strategies and new behaviours that can be applied immediately.

Through case studies, video clips, personal reflection and group discussion, this two-day course will help you:

- Link meaningful and best practices for public participation with outrage and emotion
- Understand the principles and concepts of both and how they can work together
- Understand the differences in the goals and ethics between public participation as practiced by IAP2 and outrage management
- Develop a common understanding of the foundational concepts and definitions
- Understand strategies for assessing and addressing outrage and how to plan for it in your public participation program

ABOUT THE TRAINERS

Stephani Roy McCallum of Dialogue Partners and Gale Simpson of gWhiz Consulting are Canada's only two licensed trainers for IAP2's Emotion, Outrage & Public Participation course. Stephani was the lead developer of this course for IAP2 and has been an Assessor, Coach and Mentor for new EOP2 trainers since 2009. Both Stephani and Gale have been licensed trainers for the IAP2 Certificate Program since 2005 and EOP2 since it was launched in 2009. Both trainers have been delivering this course across Canada, in the USA and overseas.

WHAT PEOPLE ARE SAYING

EOP2 was a great addition to my P2 toolbox. It helped me look at outrage in a different way. Not only do I now know what might cause outrage, I know what to look for and what to do to proactively deal with it.

DETAILS

Calgary Date:
December 3 & 4, 2013

Maximum Participants:
24

Trainer:
Gale Simpson

Edmonton Date:
February 18 & 19, 2014

Maximum Participants:
30

Trainer:
Stephani Roy McCallum

Cost: \$750 members
\$800 non-members
(plus GST)

Please visit
www.iap2wildrosechapter.org
for more details and updates
on training opportunities and
to register.

