



International Association
for Public Participation

T W Y F O R D S



NEW Course Offering from IAP2

Emotion, Outrage and Public Participation

After taking this 2 day course, you will:

- Understand and learn how to identify outrage and its causes in public participation situations
- Have an increased awareness of how outrage hinders public participation programs, and how to plan for its management
- Understand how to minimize the risk of outrage, and reduce the potential for outrage to impact your project
- Understand the principles, approaches and strategies for dealing with emotion and outrage in public participation
- Practice applying the principles, strategies and approaches and prepare for upcoming challenges
- Have seen video presentations from internationally acclaimed outrage management expert, Peter Sandman

All students will receive a certificate of attendance

The program will be delivered by Stuart Waters

About the Facilitator: Stuart Waters



Stuart Waters is a Senior Consultant and Director of Twyfords in Wollongong, Australia. He is one of only ten people worldwide licensed to deliver this new course.

Stuart's area of interest is stakeholder engagement in the environmental and sustainability fields, believing that better decisions are made when they take account of thoughtful, considered and informed input from the community of interest.

As a facilitator Stuart has done his time at the front of angry public meetings. These experiences have given him a strong desire to work with people in a constructive way, a way which reduces the likelihood of emotional harm to stakeholders, clients, and communities. Stuart believes that emotion can be a positive force for change. He also knows that by dealing with people with respect, care, and genuine curiosity, good outrage management helps all participants achieve a state of mind where they are best able to contribute to decisions that will affect them.

Stuart has a particular interest in the critical role of decision-making in sustainable development. He has pursued this interest in community engagement projects, including: tourism and educational infrastructure development; local urban planning projects, water supply projects, and water resource planning, to name a few. Throughout all of these experiences, the principles of outrage management have served him well.

Emotion, Outrage and Public Participation

This unique course is the latest offering from the International Association for Public Participation (IAP2). It brings together the concepts of both the risk communications and stakeholder engagement fields, to provide a new framework for managing outrage and perceived risk in the context of community and stakeholder engagement.

The course was developed during 2009 as a collaboration between IAP2 and Dr Peter Sandman (www.psandman.com), the leading international specialist on risk communications and outrage management. It aims to bridge the gap between engagement and consultation on the one hand, and risk communications and outrage management on the other. This course answers such questions as:

- What are the things that cause outrage in the stakeholder and community engagement context?
- How can we recognise situations that are likely to cause outrage?
- What strategies are available to us to help reduce the risk of outrage among stakeholders and the community?
- Where does risk communication fit within stakeholder and community engagement?
- How do we work with potentially angry stakeholders and community members so that they are best able to help us to make better, more sustainable decisions?

Emotion, Outrage and Public Participation is a two-day program. The training is highly interactive and includes many contributions from Peter Sandman via video clip. It is aimed at anyone who ever has to engage with people around issues where the potential for anger and unhappiness is high.

For further information contact Stuart Waters on 02 4226 4040 or stuart@twyfords.com.au

