



International Association  
for Public Participation

## The standard for effective public involvement . . .

*Over the past decade, The International Association for Public Participation Certificate training has become the standard for organizations that wish to implement effective public involvement.*



# *IAP2 Public Participation Training is coming to Santa Fe October 4-8*

*Call us at (720) 237-9175  
or send an email  
(4participation@gmail.com)  
for further information.*

**Please forward to all  
potential students.**

**CONTACT US FOR  
GROUP RATES**

IAP2 is pleased to announce that its full Certificate Training program will be presented in **Santa Fe** in October 2010.

**When:** October 4-8, 2010

**Where:** Ghost Ranch  
401 Old Taos Highway  
Santa Fe, NM

**If you work in:**

- Communications
- Public Relations
- Public Affairs
- Planning
- Public Outreach and Understanding
- Community Development
- Advocacy or Lobbying

This training will help you to increase your skills and to be of even greater value to your employer.

This is your chance to join the many thousands of practitioners worldwide who have completed the certificate training. There are still some seats available.

The trainer for the Santa Fe offering will be Wendy Green Lowe. Wendy served as a course developer for the Certificate in Public Participation and as a Master Trainer for IAP2. She has over 25 years of communications and public involvement experience.



*Good decisions don't just happen!*



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## International Association for Public Participation IAP2 *Certificate in Public Participation*



*"Great course! I really came away with practical knowledge and tools! Thank you!"*



*"Definitely the best training I've ever had. Concepts were vital, information was well presented, and the arguments for enhancing public participation were compelling."*



*"This was fantastic and satisfied my basic goal of refreshing my skills for my clients and giving me the confidence to apply these skills."*

### **Certificate Program**

The IAP2 Certificate Program is a recognized global authority in this field. If you work in public policy, public involvement or stakeholder relations as a relative beginner or a seasoned professional, whether for government, business, or a not-for-profit organization, earning this Certificate will make you much more effective in your work.

You'll work with other professionals who face similar challenges, and you'll learn valuable tools and techniques that will help you design and implement the most effective public participation programs.

### **IAP2 Certificate in Public Participation**

The Certificate Program provides a broad-based learning experience covering all of the foundations of civic engagement. Developed by the most experienced and successful practitioners from around the world, this training provides useful tools for designing and implementing practical, real world public involvement programs.

With completion of all three classes, students will earn a Certificate in Public Participation from IAP2.

*We'll give you the skills, techniques and confidence to design and manage the most effective public involvement programs.*

*Your life will be easier and your job more effective when you know how to build true, sustainable public consensus.*

***Good decisions don't just happen!***



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## International Association for Public Participation IAP2 *Certificate in Public Participation*



*"I've needed and wanted a good course like this for a long time. I feel recharged!"*



*"Excellent presentation of material — great level of material with excellent anecdotes and additional depth when appropriate."*



### **Planning for Effective Public Participation** (2 days)

This 2-day Planning class is critical for developing effective public participation. Using IAP2's Spectrum for Public Participation, you'll learn how to establish clear and achievable objectives for a public involvement program and how to define the promise to the public. Course materials include exercises using IAP2's five steps for planning effective public participation. You'll learn how to guide your organization in conducting public involvement and how to plan for the timing, techniques, and resources needed to make citizen engagement a success.

You'll also learn the practical importance of the IAP2 Core Values and how the IAP2 Code of Ethics to both practitioners and clients.

The detailed real world examples and practical hands-on exercises will give you the tools needed to build realistic public consensus programs.

Note: Planning for Effective Public Participation is a prerequisite for all other IAP2 Public Participation Certificate training.

### **Communications for Effective Public Participation** (1 day)

This one-day class will give you the fundamental communication skills specifically geared to public participation practitioners. You'll learn the Principles of Authentic Communication and focus on specific tools used to prepare and present information materials effectively in a variety of forms, small and large group meeting techniques, and facilitation essentials. This course will give you the skills and confidence to deal with difficult issues, meetings and people. This course is valuable for both beginners and seasoned communicators and covers the skills that are critical to public involvement and dealing with the most difficult, high stakes public situations.

You'll leave understanding the importance of active listening, the essentials of risk communication, how to create effective written and verbal presentations and how to work effectively with news media.

### **Techniques for Effective Public Participation** (2 days)

This class takes you way beyond public meetings. You'll learn a range of practical techniques that can be used in a variety of situations to better communicate with people, build trusting relationships with citizens and get their help and support with public projects. Techniques that you'll learn include the World Café, Revolving Conversations, Citizens Jury, Advisory Groups, and several others that you'll be able to use immediately in your work.

The class includes full overviews of more than 40 of the most proven tools and techniques that have been tested, refined and used effectively by public participation practitioners around the globe. Interactive exercises and practical tips will take you beyond the theory, and take-home materials used throughout the two-day session reinforce skills that you'll put to immediate use.

You'll know how to get beyond endless, rancorous debates and instead create effective forums for discussion and dialogue. You'll learn how to avoid the many problems encountered in traditional public meetings. You'll leave this class armed with a detailed student manual covering the course materials and a packet of IAP2 Tip-sheets offering practical advice for selecting, using and evaluating a broad range of public consensus building activities.

**TRAINERS** The US-based IAP2 trainers bring a broad range of experience and knowledge working at all levels of decision processes from national and international policies to local neighborhood issues and on diverse projects including transportation, health care, energy, education and planning. For more about our trainers, visit their profiles at [www.iap2.org](http://www.iap2.org).



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# International Association for Public Participation IAP2 IAP2 Training Registration Form

**Santa Fe, NM**  
October 4-8, 2010  
Ghost Ranch  
401 Old Taos Highway  
Santa Fe, NM

**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  
8:30 a.m. - 4:30 p.m.  
Training location and logistical  
information will be provided with  
registration confirmation.

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

<input type="checkbox"/> <b>Planning for Effective Public Participation (Mon-Tues) • (This course is a prerequisite for other IAP2 modules)</b>	\$ 700	<b>Early registration pricing</b>	\$ 590
<input type="checkbox"/> <b>Communications for Effective Public Participation (Wed)</b>	\$ 350		\$ 295
<input type="checkbox"/> <b>Techniques for Effective Public Participation (Thurs-Fri)</b>	\$ 700		\$ 590
3% credit card processing fee	\$ _____		\$ _____
<b>TOTAL</b>	\$ _____		\$ _____

**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    Master Card    American Express  
 Check or money order

Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ Signature: \_\_\_\_\_

*Good decisions don't just happen!*