

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 programs.

## IAP2 Public Participation Training is coming to Albuquerque, New Mexico February 10-14, 2014

*The full IAP2 Certificate Training Program will be presented in*

***Albuquerque, NM February 2014.***

*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.*

*When:*

*February 10-14, 2014*

*Where:*

*Forest Service  
Southwestern Region Office  
333 Broadway SE  
Albuquerque, NM 87102*

*Please forward to all potential students.*

The trainer for the Santa Fe offering will be Wendy Green Lowe. Wendy served as a course developer for the IAP2 Certificate in Public Participation and as a Master Trainer for IAP2. She was formerly on the International Board of Directors for IAP2 and oversaw the training program for the organization for four years. Wendy has over 25 years experience designing and implementing public participation programs for federal, state, and local governments. She specializes in facilitating collaborative processes for controversial public policy issues. Wendy is a roster member of the U.S. Institute for Environmental Conflict Resolution and a Certified Professional Facilitator. She lives in Idaho Falls, Idaho.



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

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

## International Association for Public Participation (IAP2)

### Certificate in Public Participation

**M**embers of the League of Extraordinary Trainers are among the practice leaders, developers and founders of the IAP2 and its Spectrum, principles and ethics. We don't just teach public involvement — we work this craft every day.

The League of Extraordinary Trainers is composed of eight highly seasoned practitioners who have designed and presented some of the most powerful and recognized training in public participation, collaboration, high stakes communication, and facilitation in the world today. Most importantly, we've been in your shoes and done the work that you do. We're not lecturers, but practitioners who have developed doable, pragmatic, and successful solutions to the problems that you face. There's almost no situation or condition that one of us hasn't managed. Whatever your challenges, whoever your stakeholders,

our trainers have likely faced them and can help you create the strategies and approaches to achieve project success.

The League of Extraordinary Trainers teaches from principles not tricks. At our high-caliber trainings, you'll learn to approach any situation with the confidence that successful participation is possible and will generate positive results. The principles that you'll learn are supported by the opportunity to practice real skills that you can immediately apply to fit your unique projects and circumstances.

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. The Certificate Program was designed to provide the knowledge, skills, techniques, and confidence to design and manage the most effective public involvement programs.

Training doesn't mean much if it doesn't change behavior and improve your projects immediately. When you're back in the office, you'll be informed, enlightened and empowered to do things differently.

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



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

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

# IAP2 CERTIFICATE PROGRAM

## 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 relates 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 among your stakeholders.

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

## Communication 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. You'll focus on specific tools used to prepare and present information materials effectively in a variety of forums, 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. It covers the skills that are critical to effective public involvement and for managing the most difficult, high stakes public situations.

At the end of the day you'll understand 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, Citizen Jury, Advisory Groups, and many 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.

*Organizational discount rates offered for members of IAP2 USA and/or NCDD.ORG.*

*Contact us directly for more information (720)237-9175.*

## TRAINERS

**The League of Extraordinary Trainers brings a broad range of experience and knowledge from our work at all levels of decision processes. These range from national and international policies to local neighborhood issues and on diverse projects including transportation, health care, energy, water policy, natural resource management, education and planning.**

**For more about our trainers, visit their profiles at [www.iap2.org](http://www.iap2.org) or [www.extraordinarytrainers.com](http://www.extraordinarytrainers.com).**

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

# IAP2 2014 TRAINING REGISTRATION FORM

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: (     ) \_\_\_\_\_ Cell Phone: (     ) \_\_\_\_\_  
 e-mail: \_\_\_\_\_

### REGISTRATION / CANCELLATION POLICY

Please register early as class sizes are limited. Also, scheduled training cancellation decisions are based on a minimum number of registrations. **Student registration will be confirmed AFTER payment is received.** If your schedule changes, preventing you from being able to attend a course for which you are registered, we have two options:

1) If you know that you must change plans MORE THAN 3 WEEKS prior to the scheduled training date:

You are welcome to send a substitute (in accordance with our "Prerequisite Requirements") to the class instead at no extra charge.

You are welcome to change your registration to another scheduled training at a cost of \$25.

If you cancel your registration, instead of rescheduling or sending a substitute, there is a 10% cancellation /refund fee.

2) If you must change your plans LESS THAN 3 WEEKS prior to the scheduled training date:

You are welcome to send a substitute to the class at a cost of \$25. Please provide us a minimum of 5 business-day notice of necessary changes so we can make the applicable arrangements.

You are welcome to change your registration to another scheduled training at a cost of \$25.

NO REFUNDS will be provided for cancellations made LESS THAN 3 WEEKS PRIOR to the scheduled course date.

The League of Extraordinary Trainers 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 2 weeks in advance.

Students who must travel to attend the training are advised that making non-refundable travel arrangements in advance of this decision may incur some risk. In the event a scheduled training is cancelled, registered students will be offered an opportunity to move their registration to another scheduled training at no cost, or to request a full refund.

**PREREQUISITE REQUIREMENTS** - "PLANNING for Effective Public Participation" is a PREREQUISITE for all other IAP2 Public Participation Certificate Training. If you have previously attended "PLANNING for Effective Public Participation" please provide the following information to help us confirm your "Planning" certificate with IAP2. **1)** Training Location (City, State) **2)** Training Dates (MO/YR) **3)** Trainer Name

## ALBUQUERQUE, NM FEBRUARY 10-14

**ADDRESS:**  
 Forest Service  
 Southwestern Region Office  
 333 Broadway  
 Albuquerque, NM 87102

*All courses are scheduled  
 8:30 a.m.— 5:00 p.m.  
 Logistical information will be  
 provided to "confirmed registrations"  
 two weeks prior to training unless  
 requested earlier.*

**Early Bird Pricing!**  
**Register by**  
**JAN 18, 2014**  
**\$295/day**

	Regular Registration Pricing	Early Registration Pricing
<input type="checkbox"/> <b>Planning for Effective Public Participation</b> (Mon-Tue) - (This course is a prerequisite for other IAP2 certificate modules)	\$ 700	\$590
<input type="checkbox"/> <b>Communications for Effective Public Participation</b> (Wed)	\$350	\$295
<input type="checkbox"/> <b>Techniques for Effective Public Participation</b> (Thu-Fri)	\$700	\$590
<b>TOTAL</b>	\$ _____	\$ _____

Checks and money orders should be made payable to Extraordinary Trainers. Credit card charges will be processed through Innovative Merchant Solutions and will be reflected as such on your credit card statement. All payments will be processed in US dollars. Full payment must be received to complete the registration process.

Visa    Master Card    American Express    Check    Request Invoice

Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_ 3/4digit: \_\_\_\_\_

Name Exact as on card: \_\_\_\_\_

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

### METHODS TO REGISTER:

**On-Line Registration:**  
[www.extraordinarytrainers.com/schedules/](http://www.extraordinarytrainers.com/schedules/)

**E-mail** with credit card payment information to:  
[info@extraordinarytrainers.com](mailto:info@extraordinarytrainers.com)

**FAX** with credit card payment information to: (720) 223-4800;

**MAIL** this form with payment to:

Extraordinary Trainers  
 6732 Zinnia Arvada, CO 80004

**Questions:** Call us at (720) 237-9175 or send an email to [info@extraordinarytrainers.com](mailto:info@extraordinarytrainers.com).

**LAST DATE TO REGISTER: FRI JAN 31, 2014**

