

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 Kansas City, MO April 21-25, 2014

The full IAP2 Certificate Training Program will be presented in

Kansas City, MO April 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.

Event Dates

APRIL 21-25, 2014

Event Location

Burns & McDonnell HQ
9400 Ward Parkway
Kansas City, MO 64114
International Conference Room

The training will be taught by LaVerne Kyriss and Dr. Ruth Yabes. Both reside in Arizona and have served on the International Board of Directors for IAP2. LaVerne, past President of IAP2, also served as course developer for the Certificate in Public Participation.

LaVerne has more than 25 years' experience designing and overseeing public participation programs in settings ranging from national public policy issues to site-specific utility infrastructure additions. As a former senior manager for a US Department of Energy agency, LaVerne brings real-world experience implementing these activities in a high-stakes, highly controversial setting.

Ruth, a professor at Arizona State University, has 30 years experience in teaching neighborhood planning, community development, participation, urban planning, international development, urban housing and planning education. As a former U.S. Peace Corps Volunteer in the Philippines, Ruth worked with local and national government agencies and non-profits on community planning in the Philippines, Haiti, Bangladesh and Thailand.



LaVerne Kyriss



Dr. Ruth Yabes



"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

Members 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 (Mon-Tues, 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 (Wed, 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 (Thu-Fri, 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.

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 or www.extraordinarytrainers.com or www.iap2.org.

Good decisions don't just happen!

IAP2 KANSAS CITY EVENT 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 registrations 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

KANSAS CITY, MO

APR 21—25, 2014

ADDRESS:

Burns & McDonnell HQ
 9400 Ward Pkwy
 Kansas City, MO 64114
 International Conference Room

All courses are scheduled
 8:00a.m.— 4:30 p.m.

Logistical information will be
 provided to "confirmed registrations"
 two weeks prior to training unless
 requested earlier.

**Early Bird
 Pricing
 Deadline:
 MAR 28, 2014**

Please complete one registration form per person registering.

	Regular Registration Pricing	Early Bird Pricing
<input type="checkbox"/> IAP2's 5-Day Certificate Program	\$1,750	\$1,475
<input type="checkbox"/> Planning AND Communications for Effective Public Participation (Mon-Wed, 3days)	\$1,050	\$885
<input type="checkbox"/> Communications for Effective Public Participation <i>Planning course is a prerequisite. (Wed-1 day)</i>	\$350	\$295
<input type="checkbox"/> Techniques for Effective Public Participation <i>Planning course is a prerequisite. (Thu-Fri, 2 days)</i>	\$700	\$590
<i>'Planning Only' is no longer an option.</i>	TOTAL	
	\$ _____	\$ _____

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 AMEX Check Invoice Me (option for on-line pmt)

Card #: _____ Expiration: _____ 3/4 digit: _____

Name as it appears on card: _____

Signature: _____

METHODS TO REGISTER:

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

MAIL this form with payment to:
 Extraordinary Trainers

c/o Melissa Sparlin
 6732 Zinnia St, Arvada, CO 80004

E-mail this form with credit card payment information to: info@extraordinarytrainers.com

On-Line registration, go to
www.extraordinarytrainers.com/schedules/

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



LAST DATE TO REGISTER—FRI, APR 11,