

Here is an unique opportunity to attend a three day seminar with **Dr Peter Sandman in Melbourne.** Dr. Sandman is one of the preeminent risk communication speakers and consultants in the world today!

September 2nd, 3rd and 4th 2014

Mural Hall, Level 6, Myer Building, Bourke Street, Melbourne



Dr Peter Sandman
Risk Communication Expert

Dr Sandman is the creator of the famous and highly influential **“Risk = Hazard + Outrage”** formula for risk communication.

Dr. Sandman has helped his clients through a wide range of public controversies that threatened corporate or government reputation – from oil spills to labour-management battles; from vaccine autism scares to the siting of hazardous waste facilities.

OUTRAGE MANAGEMENT– HAZARD IS LOW, OUTRAGE IS HIGH

PRECAUTION ADVOCACY– HAZARD IS HIGH, OUTRAGE IS LOW

CRISIS COMMUNICATION– HAZARD IS HIGH, OUTRAGE IS HIGH

His model makes a clear distinction between the communication challenges faced by organisations. Is your organisation armed with the knowledge to use the appropriate strategies for the specific challenge? The wrong communication is costly and the issues remain unresolved.

Sometimes an organisation faces outraged, angry or frightened individuals/groups and struggles to work with them in a constructive manner. Often their anger or fear may be excessive where no real danger, threat or loss of life is likely. Dr Sandman refers to this as Outrage Management.

Sometimes an organisation is faced with apathetic people who are exposed to danger. However, they're not taking it seriously, remain unprepared and if/when a crisis hits lives will be lost or people will suffer due to inadequate preparation. Additionally, there is the long term economic and social dislocation that follows an emergency that has a hefty price on the community. Dr Sandman refers to this as Precaution Advocacy.

And sometimes there is a real and unfolding crisis where there is a threat to people and property. People are highly emotional (upset, angry, scared) and may not be acting constructively in the face of the crisis. They are desperately seeking information, reassurance and direction. The organisation must be able to communicate to assist people through the crisis. Dr Sandman calls this Crisis Communication.

**Contact: Maryanne Martin, Community Engagement Specialist
0457 828 556**

**FIRE UP Coaching® Level 3/448 St Kilda Rd Melbourne 3004
Ph: 1300 347 387 | info@fireup.com.au | www.fireup.com.au**



Alerting, Reassuring, and Guiding: Three Paradigms of Risk Communication

Peter M. Sandman Ph.D.

9 Prospect Park West Apt. 15A, Brooklyn, NY 11215-1741, U.S.A.

Email: peter@psandman.com Website: www.psandman.com Phone: 718-208-6271

When: September 2nd, 3rd and 4th 2014

Where: Mural Hall, Level 6, Myer Building, Bourke Street, Melbourne

Day One: SEPTEMBER 2 Introduction and Precaution Advocacy: High-Hazard, Low-Outrage	
8.30 a.m.	Introductions
8.40 a.m.	Introduction to Risk Communication Risk = Hazard + Outrage Twelve components of outrage Three paradigms of risk communication Three risk communication games
10.20 a.m.	Break
10.40 a.m.	Introduction to Risk Communication (continued)
11.40 a.m.	Tech Specs for Precaution Advocacy
12.20 p.m.	Lunch
1.00 p.m.	Tech Specs for Precaution Advocacy (continued)
3.00 p.m.	Break
3.20 p.m.	Some Additional Precaution Advocacy Tools Rational Model/Advertiser's Model/Cognitive Dissonance model Policy/Training/Attention/Willed Inattention Precaution Adoption Process Model Precaution Advocacy through Outrage Management
4.40 p.m.	Closing Remarks; Next Steps
5.00 p.m.	Adjourn
Day Two: SEPTEMBER 3 Outrage Management: Low-Hazard, High-Outrage	
8.30 a.m.	Q&A/Discussion/Review
9.00 a.m.	Strategies of Outrage Management Stake out the middle Acknowledge prior misbehaviors Acknowledge current problems Give away credit to critics Share control and be accountable Get underlying issues into the room
10.20 a.m.	Break
10.40 a.m.	Strategies of Outrage Management (continued)
12.20 p.m.	Lunch
1.00 p.m.	Strategies of Outrage Management (continued)
3.00 p.m.	Break
3.20 p.m.	We Will Choose Two: Public Consultation from an Outrage Management Perspective or The Outrage Industries: Activists and Journalists or Addressing Internal Barriers to Outrage Management
4.40 p.m.	Closing Remarks; Next Steps
5.00 p.m.	Adjourn



Alerting, Reassuring, and Guiding: Three Paradigms of Risk Communication

Peter M. Sandman Ph.D.

9 Prospect Park West Apt. 15A, Brooklyn, NY 11215-1741, U.S.A.

Email: peter@psandman.com Website: www.psandman.com Phone: 718-208-6271

When: September 2nd, 3rd and 4th 2014

Where: Mural Hall, Level 6, Myer Building, Bourke Street, Melbourne

Day Three: SEPTEMBER 4 Crisis Communication: High-Hazard, High-Outrage	
8.30 a.m.	Q&A/Discussion/Review
9.00 a.m.	Crisis Communication I: How Bad Is It? How Sure Are You? 1. Introduction to crisis communication 2. Reassurance versus alarm 3. Confidence versus uncertainty 4. Dilemmas and disagreements 5. Speculation
10.20 a.m.	Break
10.40 a.m.	Crisis Communication I (continued)
12.20 p.m.	Lunch
1.00 p.m.	Crisis Communication II: Coping with the Emotional Side of the Crisis 6. Panic, fear, concern, apathy, and denial 7. Misery, anger, hurt, guilt, and resilience 8. Responding to emotions 9. Adjustment reactions 10. Personalizing leadership
3.00 p.m.	Break
3.20 p.m.	The Rest of Crisis Communication 11. Involving the Public in Mid-Crisis 12. Errors, Misimpressions, and Half-Truths 13. Talking about worst case scenarios
4.20 p.m.	Closing Remarks; Next Steps; Evaluation
5.00 p.m.	Adjourn

Register Now!

When: September 2nd, 3rd and 4th 2014

Where: Mural Hall, Level 6, Myer Building, Bourke Street, Melbourne

Registration **Book and pay by August 21st to save!**

- \$15,000.00+GST 10 tickets
- \$2,475.00+GST Individual tickets
- \$11,137.50+GST 5 tickets

Book and pay between 21st August - 1st September 2014

Individual tickets only avail \$ 2,775.00 + GST

Personal Details (Invoice to me or Invoice my Company)

Name: _____

Company: _____

Title: _____

Address: _____

Postcode: _____ BH: _____

Mobile: _____

Email: _____

Payment Details (Please tick)

- Cheque Payable to FIRE UP Coaching Pty Ltd
- EFT BSB: 633 000 / Acc #: 112626940 / Bank: Bendigo Bank
Acc Name: FIRE UP Coaching
- Visa/MasterCard 2.5% surcharge added

Cardholders Name: _____

Card Number: _____

Expiry Date: ____ / ____ / ____ CCV: _____

Signature: _____

Terms and Conditions

Registration confirmation: Upon receipt of registration a written confirmation will be sent.

Cancellation and transfer policy: If the proposed seminar does not proceed, all monies paid will be refunded in full. FIRE UP Coaching reserves the right to cancel the seminar due to unforeseen events or conditions beyond its control. Should the

participant(s) cancel their attendance themselves or via their organisation, the cancellation fee is 100% and there will be no refunds. Please note, however, there is no charge for an approved substitute participant.

Privacy policy: By completing this form participants agree to information being collected and used for registration in line with national privacy laws.

Payment of monies indicates your acceptance to the full terms and conditions.

I have read and agree to the full terms and conditions

Signature: _____ Date: ____ / ____ / ____

FIRE UP Coaching® Level 3/448 St Kilda Rd Melbourne 3004
Ph: 1300 347 387 | info@fireup.com.au | www.fireup.com.au