



International Association
for Public Participation

IAP2 International Emotion, Outrage and Public Participation (EOP2) course

CALL FOR TRAINERS

IAP2 International has created a NEW course offering that was offered to participants starting in September 2009. As a result, we are searching for highly skilled, experienced trainers to deliver the course on IAP2's behalf. ***Read on if this sounds interesting....***

What is the EOP2 course?

Building on IAP2's internationally recognized best practices in public participation, and the work of Dr. Peter Sandman, an expert in risk and crisis communication, this new course looks at emotion and outrage and how to identify and address these factors in public participation programs. This 2-day program builds on the theory, approach and foundations of the IAP2's Certificate in Public Participation, along with Dr. Sandman's six key strategies for managing outrage. Other materials and information are also incorporated into this highly participatory, hands-on course.

After taking this course, participants 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 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

How do you become a licensed trainer of this course for IAP2 International?

You have to do 5 things:

- 1) Determine if you meet the mandatory requirements
- 2) Submit an application by the deadline
- 3) If selected to become a trainer, you will have to take the participant course FIRST
- 4) Once you've taken the participant course, attend a 1 day Train the Trainer program
- 5) Sign a license agreement with IAP2
- 6) Deliver the training according to the license agreement with IAP2

What are the submission requirements?

You must submit a proposal that clearly demonstrates the following requirements:

1. You are a member of IAP2 International in good standing
2. You have completed the 5 day IAP2 Certificate in Public Participation
3. You have completed or are registered for an upcoming session of IAP2's 2 day Emotion, Outrage & Public Participation course
4. You have a proven capacity to generate market for training (including details of sectors, areas of specialty, networks, market development plans)
5. You can demonstrate a range of experience in adult education training methods and delivery
6. You are an experienced trainer and/or developer of courses or workshops in public participation or related fields (facilitation, conflict resolution, community development etc) with demonstrated success, references and a variety of examples
7. You can demonstrate extensive experience in the last 2 years in outrage management, conflict resolution, and public engagement on controversial issues, in a variety of settings and applications, with client and participant references
8. You can demonstrate familiarity and understanding of Dr. Sandman's approach to outrage management and risk communication, as well as other theories of risk and crisis communication

Submission Guidelines:

- Your application should be no more than 10 pages, single-spaced, and should address all 8 categories noted above.
- You may provide additional information you believe is relevant to the review process, within those 10 pages
- You may attach additional appendices like resumes or examples, but reviewers will place primary emphasis in review on your 10-page submission.
- Your references must be written, and also include phone numbers so we can verify the information provided. References can be provided on a separate page, not included in your 10 page limit.
- If you pass initial screening, you will be contacted for a telephone interview, prior to final review and selection of candidates for the Train the Trainer program
- Weighting of submissions will be based on the evaluation scale noted below

Evaluation of Submissions

Mandatory Requirements		
1	Member of IAP2 International in good standing	Pass / Fail
2	Completion of IAP2 5 day Certificate in Public Participation	Pass / Fail
3	Completion or proof of registration for IAP2's Emotion, Outrage and Public Participation 2 day course	Pass / Fail
Scoring Categories		
4	Proven Capacity to generate market for training	15 points
5	Experience in adult education training methods and delivery	10 points
6	Experienced trainer of courses of workshops in the field or related fields	15 points
7	Extensive experience in outrage management, conflict resolution and/or controversy in public engagement	25 points
8	Demonstration of familiarity with Dr. Sandman's approach and other risk communications	15 points
9	Additional information, innovations, experience beyond requirements	5 points

As always, in accordance with IAP2's Strategic Plan, we will also be seeking from the pool of those expressing an interest, a spread in language, culture and geographical diversity and depth of experience across industries and sectors.

When can you take a participant course?

A schedule of course offerings can be found on IAP2's website at www.iap2.org or www.iap2.org.au

Where and by when do you submit an application form?

If you would like to attend the Train the Trainer Program **in Melbourne, Australia in August 2010, please submit your proposal by June 30, 2010** TO Moira Deslandes, IAP2's Executive Director at moira@iap2.org.

If you would like to attend the Train the Trainer Program **in Australia in South Africa in November 2010, please submit your proposal by August 15th, 2010** to Moira Deslandes, IAP2's Executive Director at moira@iap2.org.

Who will review the applications?

The applications will be reviewed by a panel drawn from the developers of the course, the IAP2 training director and IAP2 Board nominee who is not a trainer. The review process is supported by IAP2 administration and Executive Director, Moira Deslandes.

The Executive Director will respond to submissions by **July 10, 2010** for the August Train the Trainer session and by **September 15, 2010** for the November Train the Trainer sessions.

What will the license agreement say?

The license agreement for trainers of this course will be a contract between an individual trainer and IAP2 International. A copy of the license agreement is available on request and covers:

Individual requirements:

- Trainers will be required to be members of IAP2 International for the duration of the license agreement.
- All trainers must comply with administrative requirements for submission of participant information, delivery of pre-course surveys and post course surveys
- All trainers must meet the performance standards for training delivery

Training Delivery and Financial requirements:

- Training may be sponsored by the licensed trainer at a time and location of their choosing, open to the public, or for an in-house audience inside an organization
- Trainers will be required to pay a fee to IAP2 which includes a royalty to IAP2's partner and which IAP2 distributes to the partner
- Payment of licensing fees must be made within 30 days of training delivery
- Fees are reviewed annually and the current fee (inclusive of the royalty) is \$90USD per person per course

Intellectual Property:

- All materials, including but not limited to teaching and learning materials, uniquely generated tools, exercises or activities are the sole and exclusive

property of IAP2 and may not be used by any trainer in any way other than delivery of the IAP2 course under the terms of the license agreement.