



## High Emotion Public Meeting Training

Your goal at a public meeting is to control the environment and deliver clear and unambiguous messages. A skeptical, angry or hostile audience can tempt you to become defensive, ignore your key messaging and lose control of the meeting. Your challenge is to neutralize negative audience behavior and communicate with the audience in a way that builds respect and understanding. Our High-Emotion Public Meeting Training prepares you to succeed in these difficult situations, and to do so with greater ease and confidence.

### **Benefits of Attendance**

In this workshop, we show people how to communicate effectively, including how to respond to tough questions at shareholder, city council, school board meetings, and other public and private forums where emotions may run high. The skills we teach are transferable and can be used when testifying at legislative, regulatory and other public hearings and in the courtroom. And we prepare industrial and other companies to respond to public concerns about their operations or products.

This workshop focuses on the following:

- How to achieve trust and credibility with an audience
- How to convey your messages clearly and concisely
- How to use visuals for maximum effect
- How to prevent or manage angry outbursts
- How to field questions effectively

### **Learning by Doing**

This is a skills-development workshop, focusing on public meeting simulations, videos of officials trying to cope with difficult public meetings and some lecture. We video participants in our simulations and give everyone the opportunity to interact with upset or angry audience members. Participants are challenged to answer tough, sometimes abusive, questions while still delivering their messages with confidence. We then play the video simulations and critique the performance of the participants.

Some features of the workshop are:

- Customized instruction based on your specific situation and concerns
- Opportunities to deliver prepared or impromptu remarks at a simulated meeting or hearing
- Experience in responding to a variety of audience reactions, including interruptions, angry outbursts, etc.
- Public-domain video examples of effective/ineffective audience management

## **Program Options/Cost**

### **Price:**

\$6775 to \$8175 depending on location and number of people in the class. Our most popular seminar accommodates up to eight people. We welcome the opportunity to discuss the size and length of the seminar to meet your needs. Final pricing will be based on the level of workshop customization, number of participants and The Terri Ammerman Group resources required to conduct the training.

### **Location:**

Your location or a facility in Houston. For out-of-town sessions, necessary travel expenses for three Ammerman staff will be added to the session fee. We provide most of the equipment necessary to conduct the training. However, we do ask that you provide the location, an LCD projector or TV monitor and lunch for your people and the Ammerman staff.