

Greenwood, Carol

From: Gibson, Kathy -RES
Sent: Tuesday, September 21, 2010 4:00 PM
To: Yerokun, Jimi; Brock, Terry
Cc: Bush-Goddard, Stephanie
Subject: Fw: Alumnae Recognition: Dealing with an Angry Public Program

----- Original Message -----

From: Sheron, Brian
To: Bonaccorso, Amy; Case, Michael; Coe, Doug; Gibson, Kathy; Lui, Christiana; Muessle, Mary; Perez, Donna-Marie; Richards, Stuart; Santiago, Patricia; Uhle, Jennifer; Valentin, Andrea
Sent: Tue Sep 21 14:32:21 2010
Subject: FW: Alumnae Recognition: Dealing with an Angry Public Program

I took this course about 10 years ago. It is a very informative course. I would suggest this would be a worthwhile course for any of you or your folks involved with either SOARCA or the Cancer Study.

-----Original Message-----

From: Professor Lawrence Susskind, MIT [mailto:info@dealingwithanangrypublicprogram.com]
Sent: Monday, September 20, 2010 3:04 PM
To: Sheron, Brian
Subject: Alumnae Recognition: Dealing with an Angry Public Program

On November 2 - 3, the MIT-Harvard Public Disputes Program and the Consensus Building Institute are offering the executive education program "Dealing with an Angry Public" in Cambridge, MA.

As an "alum" you know how valuable - and timely - this program is and I'd like to personally extend an invitation to members of your organization to join us. Also, in recognition of your preferred status, we are pleased to extend a 20% tuition discount to anyone you recommend.

I have asked the program administrator to forward to you the logistical and curricular details for you to pass along to colleagues and associates. I strongly recommend that they register on-line at www.dealingwithanangrypublicprogram.com <<http://www.dealingwithanangrypublicprogram.com/>> and enter discount code DWAAPP20 as soon as possible because, as you know, we impose a hard limit on attendance due to the interactive nature of the program.

In the context of 24/7 cable news, YouTube and Twitter, it is imperative that our organizations be prepared to respond effectively to public controversy; communicate with those who are upset; build understanding; and convert potential disaster into opportunity. This is precisely why we present this program.

I look forward to hearing from you anytime and to working with your colleagues on November 2 and 3.

Professor Lawrence Susskind

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