

### **Managing a Difficult or Hostile Audience**

Each day, millions of people step before audience that are less than enthusiastic. Now communicators of all kinds- speakers, entertainers, public officials, trainers, and other spokespersons – have a guide book for working well with difficult groups.

Gordon F. Shea deals with the spectrum of negative audience reactions- from indifference to malevolence- and present a process for turning negativism into positive, win-win interaction. You'll learn how to:

- Set clear objectives for constructive result
- Analyze your audience's temperament
- Harness your group's energy and imagination
- Stimulate apathetic listeners
- Deal with vocal opposition
- Manage group conflict
- Defuse tension and anger
- Maintain your composure in trying circumstance.

The emphasis here is on preparation, and shea's suggestions are applicable in a wide variety of encounters – from private conferences to public hearings, from small work sessions to huge lecture halls, from presentations planned months in advance to impromptu interviews. Before you approach an audience again, you'll want the practical, tested insights of Gordon Shea's *Managing a Difficult Hostile Audience*.

