February 2021
CAMA Professional Development
50th Anniversary Webinar Series

The Surprising Science of Community Input: What's Helpful? What's Useless? What's Dangerous? And What To Do Differently Tomorrow

Hosted by: FlashVote. FlashVote helps local governments make great decisions with great data. You get custom, statistically valid community input in 48 hours - so you can make the best decisions for your community all year long.

Thursday, February 18th, 2021 | 1:00 p.m. to 2:30 p.m. EST
(the final 30 minutes are Q & A and Role Play)
Speaker: Kevin Lyons, Chief Scientist, Governance Sciences Group

FlashVote
Serve the many, not just the noisy

Who Can Attend this Webinar?	CAMA Members, Their Employees and Councils. Non-Members are also welcome to attend.
Who Will Benefit from this Webinar?	CAOs, Communications Staff, Department Heads and Council Members.
Registration Cost	FREE but registration is required (see link below).

Want to serve your community better? Want to avoid mistakes that cause grief and cost millions? Wondering why a sober person would ever say: "I wished this webinar could have gone on for another hour!"? Sign up now so you don't miss this one.

Contact Kevin Lyons at kevin@flashvote.com if you have any questions about this opportunity.

Don't miss this fascinating and timely tour through the why, what, and how of community input. You know the value of good data in decision-making, but do you know which data you need for which decisions? You know public input can come from many channels, but do you know which channels are good for which data?

From social media to surveys, with a dash of COVID (data), you'll learn what makes some data useful and other data unrepresentative or even dangerous - so you can thrive in a world with or without in-person meetings. You'll also see the big picture for government communications, while discovering a newfound appreciation for ordering pizza. Plus bring your own questions or input challenges and we'll work through them at the end, in a way everyone can learn from.

In this "incredibly engaging" presentation, you'll get these answers and more from data expert Kevin Lyons:

- When you need public input for good decisions - and when you don't.
- What kinds of public input are helpful - and which can make decisions worse.
- What are the common mistakes to avoid – including how free input can cost you plenty.
- Answers to your own questions and challenges in 30 minutes of live Q&A and role play.

You'll also get an understanding and a checklist of:

- The two types of input that are always valuable and the two that never are.
- The three part test that sifts through individual comments for the good stuff.
- The three things you need for a valid representation of what your community thinks.
- State-of-the-art tools and techniques, from AI chatbots to automated surveys.

Sure, you'll leave with useful new frameworks and helpful facts. But you'll also learn how to ignore certain people with scientific precision – it's all part of knowing how to better manage the input you have and get the data you need.

About the speaker

Kevin Lyons

Kevin learned statistics (and other nerdy things) in two different PhD programs so you don't have to. Now he is a sought after keynote speaker and educator on government topics - because after 25 years learning governance from Nobel prize winners and top practitioners, he can finally explain everything you need to know in terms of pizza and beer. He is Co-Founder and Chief Scientist for Governance Sciences Group, and co-inventor of the FlashVote survey system that collects statistically valid community input in 48 hours for government decision support. He has formal training from the Business and Public Policy Ph.D. Program at UC Berkeley, and from the Chemical Engineering Ph.D. program at UCSB, where he also learned to surf.

For more information about FlashVote visit **www.flashvote.com**

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