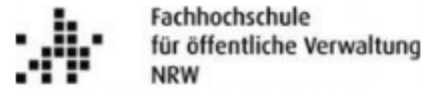


Daniel



Brunsch

Psychologist
research: nonverbal communication



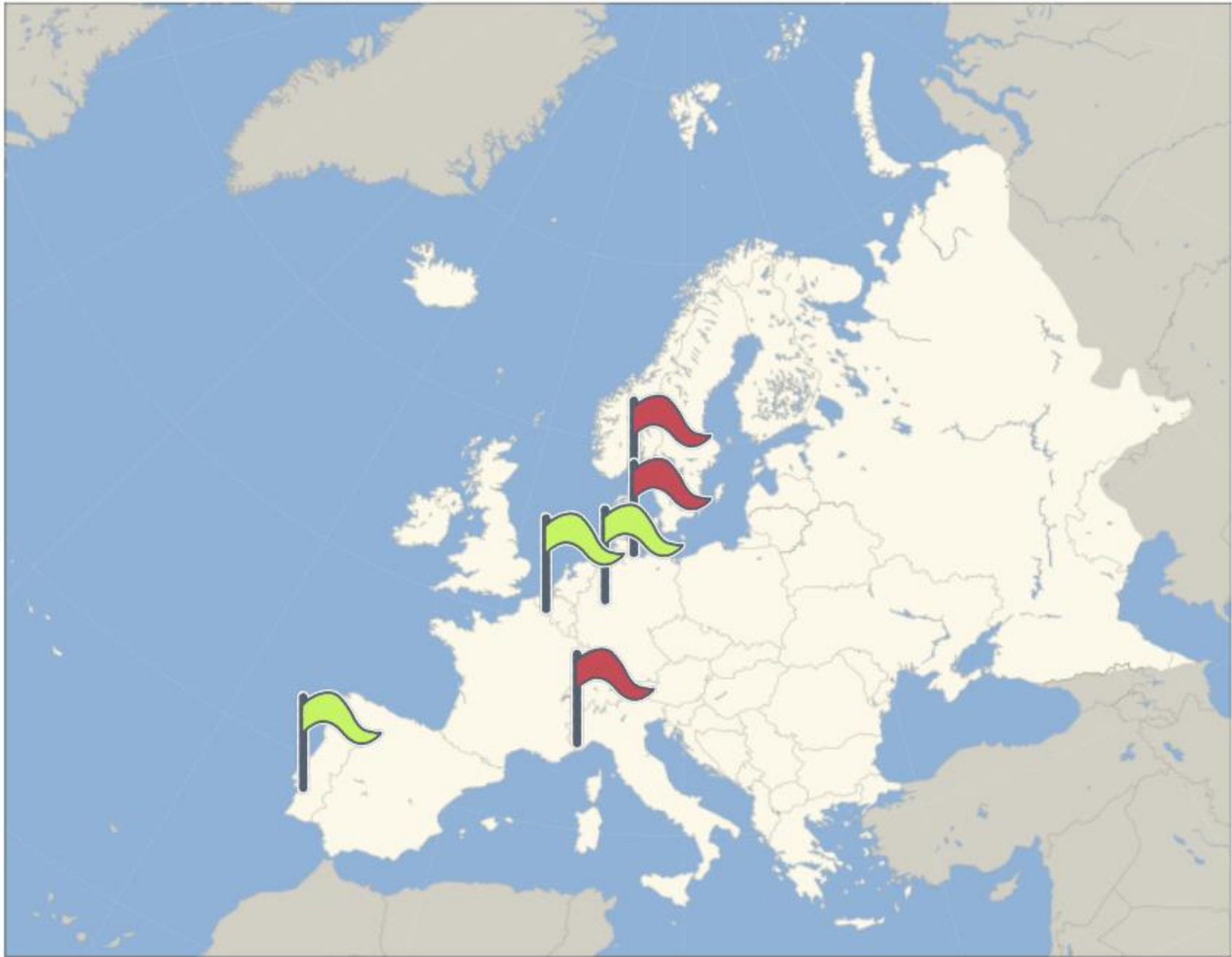
YOUR GOAL:

How can your events impact your audience's attitudes and actions towards a more sustainable lifestyle?



MY CONTRIBUTION:

How to address your participants in order to make them work towards your goal!



An example: Occurrence of Violence in a Crowd



An example: Occurrence of Violence in a Crowd



Instead of loosing Personal Identity - shift to Social Identity







instead of universal
treatment

GET

REDI FA COCO!



holifestival.com

instead of universal
treatment

GET

REDI FA COCO!



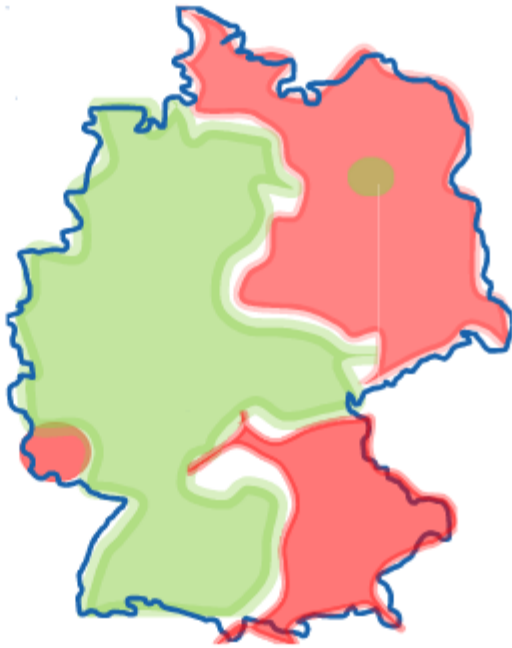
holifestival.com



- Research
- Differentiation
- Facilitation
- consistent
Communication



Overview: practical concepts for Germany



Forms:

football events // political manifestations

direct // indirect

systematic // unsystematic

Aims:

- Increasing Transparency
- Image Improvement
- Establishing Compliance
- Deescalation of Conflicts

How does it look like out in the streets?







How does it look like out in the streets?



Introduction



Practice



Overview:
practical concepts for Germany



How does it look like out in the streets?



Theory

An example: Occurrence of Violence in a crowd



Instead of losing Personal Identity - shift to Social Identity



Instead of a violent crowd

Police Communication -
An Approach for Private Events?



Summary:

- Crowds are never homogeneous.
- Event organizer can provoke unwanted behavior or support wanted behavior.
- Therefore it is important to get REDI FA COCO.
Research, Differentiation, Facilitation, consistent communication



Thank
you!

