



## Understanding Environmental Risk Communication Seminar

May 12, 2016

5 Professional Development Hours (PDH) available!

The Marcellus Shale Coalition's Health and Safety Committee, in conjunction with the Hull Risk Analysis Center (HullRAC) are pleased to offer Environmental Risk Communication Seminar. This workshop is geared towards oil and gas industry professionals involved in health & safety, environmental, and professionals who interact with both regulators and the public.

Environmental risk issues are increasingly raised to support polarized views, sometimes masking more relevant issues. Technical assessments of risk and public perceptions of risk often do not match. Environmental advocacy groups understand risk perception and communication, and use this understanding to gain advantage over scientific facts. This seminar suggests how to improve risk communication by understanding the language of risk, factors that affect risk perception and risk acceptance, and using more effective and interactive approaches to dialogue about hazards and risks. This can help ease public anxiety, build trust, and support properly informed decisions. Please bring examples of risk communication challenges and successes that we can discuss!

### Agenda

9:00 – 9:30 am	<b>Registration and Continental Breakfast</b>
9:30 – 10:00 am	<b>The Language of Risk: The Impact of How Risk is Defined and Presented</b> Ed Pfau, Senior Risk Assessor, Hull Risk Analysis Center William Rish, Ph.D., Principal, Hull Risk Analysis Center
10:00 – 10:45 am	<b>Psychology and Social Aspects of Risk Perception and Risk Acceptance: How to Recognize and Respond</b> Ed Pfau, Senior Risk Assessor, Hull Risk Analysis Center William Rish, Ph.D., Principal, Hull Risk Analysis Center
10:45 – 11:00 am	<b>Break</b>
11:00 am – 12:00 pm	<b>Industry Case Study</b> Sarah Barczyk, Director, Government Affairs and Community Relations, Columbia Pipeline Group/Columbia Midstream Group
12:00 – 1:00 pm	<b>Lunch</b>
1:00 – 2:00 pm	<b>Industry Case Study</b> Timothy Bingman, D.A.B.T., Technical Fellow, E.I. du Pont de Nemours and Company
2:00 – 2:15 pm	<b>Break</b>
2:15 – 3:15 pm	<b>Improving Practices in Environmental Risk Communication: Dialogue and Trust</b> Ed Pfau, Senior Risk Assessor, Hull Risk Analysis Center William Rish, Ph.D., Principal, Hull Risk Analysis Center
3:15 – 3:30 pm	<b>Q&amp;A</b>

### Register (deadline: May 9)

MSC Member:	\$250
MSC Member Group Rate*:	\$225
Non-Member:	\$300
Non-Member Group Rate*:	\$275
(*Receive discounted rate per attendee when registering four or more attendees from one company)	

To register: <http://16envriskcomm.eventbrite.com>  
Admission fees are non-refundable. Substitutions accepted.

### Location

**Hilton Garden Inn**  
1000 Corporate Drive  
Canonsburg, PA 15317

A block of rooms has been reserved under the Marcellus Shale Coalition on a first-come, first-served basis. Please call (724) 743-5000 to make a reservation.

For more information and other training opportunities, please visit [www.marcelluscoalition.org/get-involved](http://www.marcelluscoalition.org/get-involved) or contact Sarah Braun, Events Manager, at [sbraun@marcelluscoalition.org](mailto:sbraun@marcelluscoalition.org).