

John Davies

Founder and CEO at Davies Public Affairs

Santa Barbara, CA, US

One of the nation's most respected communication strategists & an expert on building grassroots public support for controversial issues.

Biography

As one of the nations leading grassroots and community relations strategists, John provides clients with more than 28 years of public affairs expertise backed and a near flawless success rate in navigating and winning approval for controversial projects. John has grown Davies to become one of the nation's top 25 public relations firms, by applying precise implementation of thoughtful and innovative strategies, compelling messages and flawless execution, thereby changing public perception. Clearly understanding the business of persuasion, John is constantly searching for trends and methods to earn attention and gain influence in today's complex information-saturated decision-making process. The growth of Davies into a national powerhouse firm was never the goal, but the by-product of attracting the best talent to provide creative excellence; ensuring clients? obtain desired results in tough, defining issues. The firm has won hundreds of awards for its campaigns and creative work, including Best Public Affairs Campaign in 2010 by Campaigns & Elections Magazine, and for the last six years has been named the Best Agency to Work For by the Holmes Report. With clients in 47 states Davies has offices in Los Angeles, Washington DC, and Santa Barbara. John is a sought-after speaker on perception, persuasion, public affairs, and communication tactics. He is a founding board member of a National Bank, has served as Chair of the University of California's Economic Forecast Project, President of the nation's largest scholarship foundation, and with a group of friends has been purchasing upper-middle-class homes in South Africa to provide healthcare, education and a bright future to HIV-positive orphans.

Availability

Keynote, Panelist, Author Appearance

Industry Expertise

Public Relations and Communications, Real Estate Dev/Ops, Mining and Metals

Areas of Expertise

Strategic Communications and Grassroots Programs, Building Public Support for Controversial Projects and Issues, Crisis Communications, Perception, Persuasion, Public Affairs, Communication Tactics

Affiliations

Acres of Love, Public Affairs Council

Sample Talks

Strategic Communications & Grassroots - How to overcome opposition to get controversial projects approved.

John Davies, CEO of Davies Public Affairs and a nationally acclaimed speaker on public persuasion, will use a dynamic multi-media and interactive presentation to discuss how to build public support and overcome opposition to get controversial projects approved in this transparent, 24/7 news cycle, and Internet/social media driven society.

How to Overcome NIMBY Opposition for Storage and Disposal of Fly Ash

Learn the psychology of NIMBYs, their value system, their fears & aspirations from one of the nation's leading communications experts. Almost every proposed fly ash storage facility- landfills or storage ponds- runs into some form of opposition. In today's highly connected, transparent world, environmental planners & disposal managers must be prepared with a strategic communication & a community relations plan to avoid a controversial, costly, & uncertain public review & siting process.

Telling Your Story

Storytelling is a key strategy for conveying your policy positions. Gain insights on becoming an effective storyteller and capturing the attention of your audience.

Methods and Tactics: Targeting the Audience

Managing the Social & Political Impact of a Crisis Learn to uncover public perception & engage in discussions to calm irrational fears & restore public confidence. Managing Language & Conveying the Message Learn to demystify technology & forge messages that are easily understood & believable. Using Social Media Learn to communicate online in a transparent manner to deliver key messages, shape public opinion, rebut scare tactics, build public confidence, & secure advocates.

The Art of Crafting and Delivering a Persuasive Message

As the public is constantly connected & overwhelmed with information, a clear message is more than ever. Discover how to create & deliver a message that inspires & persuades to increase the effectiveness of your lobbying, and grassroots programs. Effect opinion through tested communications techniques such as presenting contrasting options. Find out how to persuade others by being aware of expressions, gestures & tone. Ensure your tactics place you in the offensive, rather than defensive.

Event Appearances

Case Studies of Multidimensional Campaigns

Public Affairs Council- State & Local Government Relations Seminar

How to Combine Sustainability & Green Building Principles with Grassroots Organizing Techniques to Get Controversial Projects Entitled

American Planning Association California Conference

How to Overcome NIMBY Opponents to Accelerate the Mine Permitting and Siting Process
Utah Mining Association Annual Convention

Methods and Tactics: Targeting the Audience
EUCI- Nuclear Power Communication Planning, Policy, & Crisis

How We Can Win The War On Coal
Western Fuels Association Annual Meeting

Strategic Communications - How to Overcome Environmentalists, Native Tribe, and Not-In-My Backyard Project Opponents to Accelerate the Permitting Process
Annual Oil Sands & Heavy Oil Technologies

Strategic Communications - How to overcome environmentalists, native tribe, and Not-In-My Backyard (NIMBY) Opponents to accelerate the mine permitting and siting process
Wyoming Mining Association Annual Meeting

The Art of Crafting and Delivering a Persuasive Message
The Art of Political Campaigning

How to Overcome NIMBY Opponents to Accelerate the Mine Permitting and Siting Process.
Northwest Mining Association Annual Meeting

Strategic Communications - How to overcome environmentalists, native tribe, and Not-In-My Backyard (NIMBY) Opponents to accelerate the mine permitting and siting process
Montana Mining Association Annual Meeting

Waking The Silent Majority: Evaluating How To Practically Transpose Grassroots Industry Support Into Stakeholder Advocacy To Drive Public Acceptance Of Unconventional Oil & Gas Projects
Media & Stakeholder Relations Hydraulic Fracturing Initiative

How to Win the War on Coal
Spring Coal Forum- American Coal Council

Mobilizing the Crowd: Better Grassroots Engagement
AMP Summit 2011

How to Overcome NIMBY Opposition for Storage and Disposal of Fly Ash
World of Coal Ash Conference

Education

State University of New York
Journalism Political Science & Economics

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