

**1989  
East West Foundation Project:**



## Managing Media & Special Events for the Dalai Lama

### Situation

A non-profit group, the East West Foundation, had arranged for the Dalai Lama of Tibet to be a keynote speaker at a weeklong, multi disciplinary event exploring Eastern and Western approaches to psychological well being. Prior to the event, word arrived that the Dalai Lama would likely receive that year's Nobel Peace Prize. Appropriate plans were made when it became apparent that confirmation was forthcoming.

### Approach

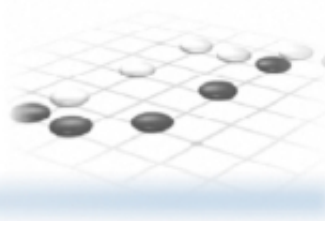
My role with the Foundation initially was fund-raising, with ad hoc management assignments. Subsequently I managed the Dalai Lama's first press conference after the announcement he had won the Nobel Peace Prize. I handled his media requests for a short time thereafter. I also assisted in the production and promotion of previously unplanned special events, some public and some private.

### Results

Excerpts from the Dalai Lama's 1989 press conference were broadcast for some time worldwide. The attention helped to provide a platform to advance awareness of Tibet and Tibetans' concerns. This time easily ranks along with the success of the 1990 Laguna Canyon campaign and Gary Hart's 1984 New Hampshire presidential primary victory as among my most memorable and meaningful experiences.

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