

## Case History

1989

### East West Foundation Project:



#### MANAGING MEDIA & PROJECTS 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 week long, multi disciplinary event exploring Eastern and Western approaches to psychological well being. Well before the start of the event, word arrived that the Dalai Lama would probably receive that year's Nobel Peace Prize. Appropriate plans were made when it seemed clear that confirmation was forthcoming.



##### *Approach*

My role with the Foundation initially was fund-raising, related promotional activities, and ad hoc management assignments. Following the announcement of the Nobel Peace Prize, I managed the Dalai Lama's first press conference thereafter, and handled his media requests. The Dalai Lama and the East West Foundation then collaborated on some previously unplanned special events, some of them public and some private.

##### *Results*

The Dalai Lama's Nobel press conference was successful with excerpts broadcast for some time worldwide. The consequent attention provided a platform that he effectively employed to advance awareness of Tibet and Tibetans' concerns. This time 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 meaningful experiences.

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